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1979 SURVEY OF BUYING POWER PART II

Featuring

Projections To 1983 For Metropolitan Markets In the U.S. And Canada

Retail Sales By Line Of Merchandise

Latest Data On Newspaper And TV Markets

Section A. How to Use Survey Data to Increase Profits and Sales, Illustrated by Highlights from Each Section

Section B. Merchandise Line Sales for 1978 Broken Out by Metropolitan Markets

Section C. U.S. Metropolitan Market Projections for Population, Effective Buying Income, Retail Sales, and S&MM's Buying Power Index

Section D. Annual Survey of Newspaper Markets

Section E. Annual Survey of TV Markets

Section F. Canadian Metropolitan Market Projections

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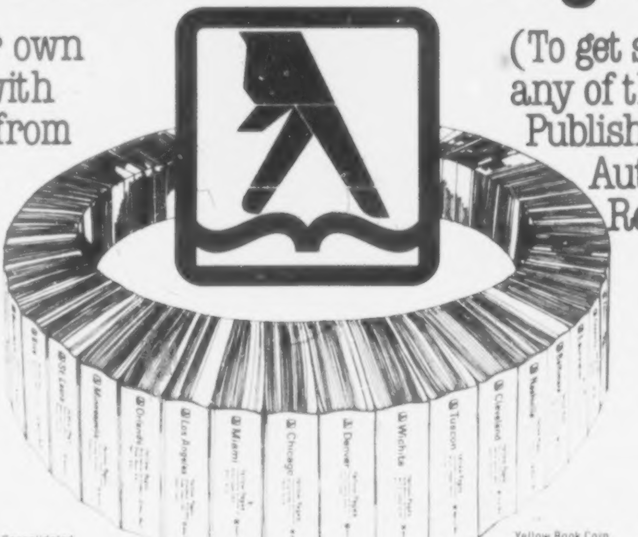

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Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

How to use the data in this Survey to increase profits and sales

The future is purchased by the present.

—SAMUEL JOHNSON

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

When the future turns cloudy, sales planning must be sharper. Given the mixed scenarios that forecasters are writing for 1980, wary marketers may have more qualms than usual as they prepare next year's local market strategies.

While local markets are not immune to the ups and downs of the national economy, neither do they react in a uniform manner. Based on their innate strengths and weaknesses, some will fare considerably better than national trends suggest; others will do poorly compared with the national indices. The marketer's canniness in picking and choosing among the varied opportunities and problems posed by local markets will strongly influence his bottom-line results. Helping the marketer to make those choices in a more intelligent manner is the mission of *Sales & Marketing Management's Survey of Buying Power—Part II.*

A markets and media planning issue, *Survey II* gives the marketer a long-range view of market change, a close-up look at the product potential of individual markets, as well as insights into the sales dynamics of his two most popular media markets: newspaper and TV.

In the 1978–83 forecast period, according to *Survey II,* the marketer will be cheered by a faster growth in the number of prospects. Total population is expected to expand 5.1%, somewhat stronger than the 4.2% gain of the 1973–78 period.

Nonmetro areas, reflecting the trend that first surfaced in the early 1970s, will continue to set the pace. The population living outside of S&MM's 300 metropolitan markets will increase 6.5%, to 58.6 million, by 1983 vs. a rise of 4.6%, to 172.4 million, in the metro areas.

Marketers whose goods are bought on a household basis will enjoy even better prospects, with such buying units increasing 11.2%, twice as fast as population, in the five-year forecast period. Here, too, the growth rate will be more rapid in the nonmetro areas than in the metro markets—12.3% vs. 10.9%.

However, because employment growth will decelerate during the next few years as a result of changing age demographics, Effective Buying Income (EBI) will rise less than it has in recent years. Total EBI will rise 61.4% in the 1978–83 period compared with 63.4% in 1973–78.

With EBI growth slowing and household growth accelerating, the typical consumer buying unit's income will improve at a slower rate. Indeed, average EBI per household will increase 45.1%, to $27,168, as against a 48.2% gain between 1973 and 1978.

While these broad trends delineate the marketing environment of the early 1980s, it is within the local markets where the marketer ends up as a winner or loser. Selecting the

SURVEY HIGHLIGHT

Nonmetros will set the pace through 1983

	1983 Projected Estimates	Projected % Change 1978–83	Actual % Change 1973–78
POPULATION (Thous.)			
U.S.	**230,991.2**	**+ 5.1%**	**+ 4.2%**
Metro	172,347.5	+ 4.6	+ 3.7
Nonmetro	58,643.7	+ 6.5	+ 5.6
HOUSEHOLDS (Thous.)			
U.S.	**85,538.3**	**+11.2%**	**+10.3%**
Metro	64,269.6	+10.9	+10.0
Nonmetro	21,268.7	+12.3	+11.3
EFFECTIVE BUYING INCOME ($000)			
U.S.	**$2,323,910,474**	**+61.4%**	**+63.4%**
Metro	1,841,101,360	+60.0	+61.9
Nonmetro	482,809,114	+67.1	+69.9
AVG. EBI PER HOUSEHOLD			
U.S.	**$27,168**	**+45.1%**	**+48.2%**
Metro	28,647	+44.3	+47.2
Nonmetro	22,700	+48.8	+52.7
RETAIL SALES ($000)			
U.S.	**$1,280,258,632**	**+56.6%**	**+59.0%**
Metro	1,005,568,208	+55.5	+61.5
Nonmetro	274,690,424	+60.6	+50.3
AVG. RETAIL SALES PER HOUSEHOLD			
U.S.	**$14,967**	**+40.8%**	**+44.2%**
Metro	15,646	+40.3	+46.9
Nonmetro	12,915	+43.1	+35.1
BUYING POWER INDEX			
U.S.	**100.0000**	**N.C.**	**N.C.**
Metro	78.0991	– 0.7%	– 0.1%
Nonmetro	21.9009	+ 2.7	+ 0.4

N.C.—No change; 100 is an index figure equivalent to the total U.S. sales potential for that year. The metro and nonmetro indexes are shares of the total U.S. sales potential.
Note: The 1983 projections apply to the 300 S&MM metropolitan markets as they are currently defined. By 1983, the Census Bureau will have probably made many changes in metropolitan boundaries as the result of the 1980 Census of Population and Housing.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
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The fastest-growing metros will continue to show a geographical imbalance in the 1978–83 forecast period. Of the 26 markets expected to post the highest growth rates, 17 are in the South, 8 in the West, leaving only one such market in the Midwest and none in the Northeast. The imbalance will prevail within regions as well, with 11 of the 17 Southern markets located in Florida. That state will also get its third million-plus market, Fort Lauderdale-Hollywood, where a 17% growth rate will lift the population to 1.1 million. (See table below.)

SURVEY HIGHLIGHT

The fastest-growing metros in the next five years

Rank	S&MM Metro Market	1983 Population Forecast (Thous.)	% Growth 1978–83
1.	Fort Myers-Cape Coral, Fla.	249.3	**31.3%**
2.	Richland-Kennewick-Pasco, Wash.	156.0	**26.4**
3.	Brownsville-Harlingen-San Benito, Texas	235.8	**24.6**
4.	Rapid City, S.D.	116.2	**22.7**
5.	West Palm Beach, Boca Raton, Fla.	598.9	**20.8**
6.	Tallahassee, Fla.	173.3	**20.6**
7.	Santa Cruz, Cal.	212.1	**20.4**
8.	McAllen-Pharr-Edinburg, Texas	291.4	**20.3**
9.	Panama City, Fla.	115.0	**19.8**
10.	Clarksville-Hopkinsville, Ky.-Tenn.	191.0	**18.9**
11.	Anchorage	221.6	**18.7**
12.	Bradenton, Fla.	154.6	**18.4**
13.	Austin, Texas	584.8	**18.3**
14.	Fort Lauderdale-Hollywood, Fla.	1,055.3	**16.5**
15.	Provo-Orem, Utah	219.3	**16.4**
16.	Olympia, Wash.*	129.1	**16.3%**
16.	Sarasota, Fla.	199.7	**16.3**
18.	Orlando, Fla.	709.4	**16.1**
19.	Las Vegas	437.1	**15.8**
20.	Phoenix	1,550.9	**15.7**
21.	Gainesville, Fla.	155.0	**15.4**
22.	Fort Collins, Colo.	152.0	**15.2**
23.	Pascagoula-Moss Point, Miss.	131.2	**15.0**
24.	Houston	3,048.4	**14.7**
25.	Lakeland-Winter Haven, Fla.	323.1	**14.6**
25.	Tampa-St. Petersburg, Fla.	1,649.6	**14.6**
	26-market total	**13,060.1**	**17.5%**

*Potential metro market as defined by S&MM.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
© Sales & Marketing Management.

SURVEY HIGHLIGHT

25 leading TV markets with the largest number of black prospects

Rank	S&MM-ARB TV Market	1978 Black Pop (Thous.)	% Change 1977-78	Black % Of TV Market's Total Pop.
1.	New York	2,766.0	+0.6%	15.2%
2.	Chicago	1,452.8	+0.5	17.4
3.	Philadelphia	1,083.7	+0.5	15.5
4.	Los Angeles	961.1	-3.3	8.9
5.	Washington, D.C.	918.8	+0.4	23.1
6.	Detroit	756.0	-0.1	15.7
7.	Houston	629.7	+6.8	20.1
8.	Memphis	592.8	-1.8	35.8
9.	Atlanta	568.2	-0.8	20.8
10.	Baltimore	559.7	+0.7	23.9
11.	Dallas-Fort Worth	465.9	-3.0	14.2
12.	New Orleans	455.4	+2.2	28.4
13.	Cleveland	451.1	+1.2	11.3
14.	Raleigh-Durham, N.C.	436.5	+5.2	29.9
15.	San Francisco	399.7	+2.2	8.1
16.	Norfolk-Portsmouth-Newport News-Hampton, Va.	396.5	0.3	28.5
17.	St. Louis	369.2	+1.0%	12.7%
18.	Jackson, Miss.	356.7	+4.7	44.0
19.	Miami	339.9	-2.3	14.0
20.	Shreveport-Texarkana, La.	328.9	+3.7*	29.5
21.	Charlotte, N.C.	315.4	+2.6	19.4
22.	Birmingham	308.9	+2.3	24.6
23.	Richmond	293.5	-7.5	30.1
24.	Greenville-Spartanburg-Asheville, S.C.	260.6	+3.0	17.2
25.	Mobile-Pensacola, Ala.-Fla.	257.6	+1.7	23.8
	25-market total	**15,724.6**	**+1.1%**	**16.8%**

Note: **S&MM's TV Markets** are based on American Research Bureau's (Arbitron) Area of Dominant Influence.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
Sales & Marketing Management

Although the majority of the TV markets with the greatest number of blacks are in the South (17 of the top 25), markets in other parts of the U.S. also offer promising sales targets. For example, blacks' 17% share of Chicago's population, and 16% in both Detroit and Philadelphia, exceed the comparative ratios in such Southern TV markets as Dallas-Fort Worth and Miami, each having 14%. All told, 62% of the U.S.'s black population lives in the 25 markets listed here. Furthermore, blacks comprise 17% of the aggregate population of the 25 markets.

SURVEY HIGHLIGHT

Metros on the decline

S&MM Metro Market	Forecast % Loss In Pop. 1978-83	Actual % Change In Pop. 1970-78	1978 Pop. (Thous.)
Steubenville-Weirton, Ohio	**-4.2%**	-1.7%	163.5
Elkhart, Ind.	**-4.2**	+6.5	134.7
Charleston, W. Va.	**-3.7**	+1.0	289.8
Utica-Rome, N.Y.	**-3.2**	-4.9	323.8
Cleveland	**-2.9**	-5.9	1,942.7
Kansas City, Mo.	**-2.8**	+2.0	1,299.7
Elmira, N.Y.	**-2.6**	-4.6	96.9
Jersey City, N.J.	**-2.4**	-7.9	559.6
South Bend, Ind.	**-2.4**	-1.3	276.3
Muncie, Ind.	**-2.0**	-1.9	126.8
St. Joseph, Mo.	**-2.0**	+3.1	101.9
Pittsburgh	**-1.9**	-5.5	2,268.7
Michigan City-La Porte, Ind.*	**-1.9**	+0.5	105.9
Akron	**-1.8**	-2.6	661.5
Springfield, Ohio	**-1.8**	-2.9	182.2
Buffalo	**-1.4**	-4.1	1,294.1
Paterson-Clifton-Passaic, N.J.	**-1.4**	-1.3	454.9
Detroit	**-1.2%**	-1.1%	4,384.6
New York	**-1.1**	-5.9	9,386.7
Fort Wayne, Ind.	**-0.9**	+2.8	372.3
Wheeling, W. Va.	**-0.8**	+0.5	182.9
Mansfield, Ohio	**-0.8**	-0.2	129.8
Lima, Ohio	**-0.7**	0.0	210.1
Columbus, Ga.	**-0.6**	+4.6	227.6
Altoona, Pa.	**-0.6**	-0.7	134.4
Albany-Schenectady-Troy, N.Y.	**-0.3**	+1.6	790.5
Flint, Mich.	**-0.3**	+2.1	519.4
Racine, Wis.	**-0.3**	+3.3	176.4
Jamestown, N.Y.*	**-0.3**	-2.2	144.1
Sherman-Denison, Texas	**-0.1**	+0.8	83.9

*A potential metro market as defined by S&MM.
Sources: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II; Survey of Buying Power's* 1979 Data Service.
Sales & Marketing Management

Just as the fastest-growing metro areas are concentrated in the South and West, so the declining markets are bunched up in the Northeast and Midwest. Of the 30 markets expected to suffer population losses in the 1978-83 forecast period, 12 are in the Northeast, 16 in the Midwest. Three states will have more than half the slipping metros—Ohio, 7; New York, 5; and Indiana, 4. One comforting sign: The 30 likely losers in the 1978-83 period represent a sharp drop from the 37 that were pegged a year ago to lose people in the 1977-82 period.

SURVEY HIGHLIGHT

Tomorrow's 25 most affluent markets

	— EBI — — Per Household —		— Rank —		
S&MM Metro Market	*1983 Avg.*	*% Growth 1978-83*	**1978**	**1983**	*1978 Pop. (Thous.)*
Anchorage	$43,406	54.9%	1	1	186.7
Bridgeport-Stamford-Norwalk-Danbury, Conn.	39,347	42.6	2	2	821.9
New Brunswick-Perth Amboy-Sayreville, N.J.	37,297	52.8	8	3	589.0
San Jose	36,956	49.8	5	4	1,247.5
Newark, N.J.	36,913	49.8	6	5	1,957.0
Ann Arbor, Mich.	36,869	50.1	7	6	255.1
Saginaw, Mich.	36,015	56.6	15	7	227.3
Washington, D.C.	35,801	44.3	4	8	3,062.4
Kokomo, Ind.	35,555	58.5	18	9	105.4
Flint, Mich.	35,418	53.2	12	10	519.4
Detroit	35,250	49.2	10	11	4,384.6
Pascagoula-Moss Point, Miss.	35,134	56.7	19	12	114.1
Trenton, N.J.	35,036	51.4	11	13	320.7
Nassau-Suffolk	34,896	37.4	3	14	2,704.4
Bremerton, Wash.*	34,878	51.5	14	15	128.9
Honolulu	34,812	44.0	9	16	738.2
Midland, Texas	34,746	51.2	16	17	75.0
Houston	34,657	54.5	17	18	2,656.9
Kenosha, Wis.	34,613	58.3	24	19	128.1
Long Branch-Asbury Park, N.J.	33,857	46.7	13	20	494.1
Janesville-Beloit, Wis.	33,038	56.7	36	21	135.8
Lansing-East Lansing, Mich.	32,906	49.5	21	22	458.6
Gary-Hammond-East Chicago, Ind.	32,831	49.9	23	23	645.6
Richland-Kennewick-Pasco, Wash.	32,625	53.1	29	24	123.4
Chicago	32,319	44.3	20	25	7,016.5
U.S.	**$27,168**	**45.1%**	—	—	**230,991.2**

*Potential metro market as defined by S&MM.

Note: Rank applies to average Effective Buying Income per household.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
Sales & Marketing Management.

Despite all the talk about population shifts from the North and Midwest to the South and West, the two older regions still have considerable clout, judged by their Effective Buying Income per household. Of the 25 metro areas that will boast the most affluent buying power in 1983, 10 are in the Midwest, 6 in the North. Trailing are the West, with 5, and South, 4. Three small markets will rack up spectacular gains in the top market rankings during the five-year forecast period—Saginaw, Mich., leaping from 15th to 7th; Kokomo Ind., from 18th to 9th, and Janesville-Beloit, Wis., 36th to 21st.

markets where selling pressure must be accented or depressed, allocating advertising dollars among markets where returns will be handsomest—these are some of the decisions that will spell the difference between black or red ink. The various statistical sections in *Survey II* give the marketer the input he needs for productive market decisions. Here's a brief look at how to use the information in each section of the *Survey*.

Section B: Merchandise Line Sales

An underutilized analytical tool, merchandise line sales (starting on page 37) provide sharper estimates of product potential on a market basis. Unlike retail store sales totals, which represent the aggregate purchases of a wide assortment of products, merchandise line sales focus on specific product categories.

Hence, the marketer can analyze with greater precision the contribution that each local market should make to his total volume. A marketer of drug products who sells in the seven metro areas that cluster around the Missouri/Kansas border, for example, can use the data to evaluate market performance and analyze distribution channel efficiency.

First, he adds up the data in the "Drugs & Other Health Aids" column; then he computes each market's share of the total. A comparison of each market's share with his own sales records looks like this:

Metro Market	*% Of Drug Category Sales*	*% Of Company Sales*
Missouri		
Kansas City	58%	61%
Springfield	9	6
Joplin	6	4
St. Joseph	3	2
Kansas		
Wichita	16	20
Topeka	6	5
Lawrence	2	2

He quickly learns that his sales force is doing better than can be expected in his two biggest markets, Kansas City and Wichita, where the share of company sales is greater than that suggested by the merchandise line sales breakdown. This also indicates that potentially there is additional business to be gained if he sharpens his selling tactics in the smaller markets.

The section's distribution channel data, where sales volume is shown for the leading store type associated with the product category, offer clues on where selling emphasis should be placed. Here, the marketer calculates the share of drug product sales moving through drugstores in each market and comes up with this finding:

Metro Market	Drugstore Share Of Category Sales
Missouri	
Kansas City	66%
Springfield	67
Joplin	72
St. Joseph	86
Kansas	
Wichita	60
Topeka	69
Lawrence	54
7-market total	**66**

That reveals that drugstores in Joplin and St. Joseph are effective pipelines to consumers but that their counterparts in Lawrence and Wichita are considerably weaker. One conclusion: Stronger merchandising

Marketers who concentrate on the biggest metro areas within each of the four major geographical regions can look forward to a better selling environment in the 1978–83 forecast period. In both the North and Midwest, those markets will turn from a slight net loss in population during 1973–78 to a slight gain in 1978–83. The South's big ten will expand at a somewhat faster pace than previously (8.9% vs. 7.6%), but the West's counterparts will decelerate (from 7.7% to 6.5%). Considerably fewer markets are expected to lose people in the coming years—only 6 in the forecast period, compared to 13 in the preceding five years.

SURVEY HIGHLIGHT

Brighter future for the leading regional metros

1978 U.S. Rank	S&MM Metro Market	Population: 1978 Actual (Thous.)	Population: 1983 Forecast (Thous.)	% Change: 1973–78	% Change: 1978–83
	NORTH				
1.	New York	9,386.7	9,281.7	− 5.0%	− 1.1%
4.	Philadelphia	4,792.3	4,871.1	− 0.9	+ 1.6
6.	Boston	3,914.6	4,033.9	+14.4	+ 3.0
10.	Nassau-Suffolk	2,704.4	2,833.3	+ 3.6	+ 4.8
13.	Pittsburgh	2,268.7	2,224.7	− 4.7	− 1.9
16.	Newark, N.J.	1,957.0	1,957.8	− 5.9	0.0
30.	Buffalo	1,294.1	1,276.5	− 2.9	− 1.4
36.	Hartford-New Britain-Bristol	1,058.2	1,077.8	+12.2	+ 1.9
38.	Rochester	973.7	981.5	+ 0.3	+ 0.8
44.	Providence-Warwick-Pawtucket	851.2	884.6	− 2.8	+ 3.9
	10-market total	**29,200.9**	**29,422.9**	**− 0.4%**	**+ 0.8%**
	MIDWEST				
3.	Chicago	7,016.5	7,094.6	− 1.0%	+ 1.1%
5.	Detroit	4,384.6	4,332.3	− 1.9	− 1.2
12.	St. Louis	2,389.7	2,477.0	+ 0.3	+ 3.7
15.	Minneapolis-St. Paul	2,049.7	2,120.5	+ 2.5	+ 3.5
17.	Cleveland	1,942.7	1,887.1	− 4.4	− 2.9
25.	Milwaukee	1,414.1	1,460.2	− 1.7	+ 3.3
27.	Cincinnati	1,377.0	1,383.2	− 1.6	+ 0.5
29.	Kansas City	1,299.7	1,263.7	− 1.6	− 2.8
32.	Indianapolis	1,162.8	1,179.8	+ 2.0	+ 1.5
35.	Columbus, Ohio	1,105.3	1,129.7	+ 3.3	+ 2.2
	10-market total	**24,142.1**	**24,328.1**	**− 0.8%**	**+ 0.8%**
	SOUTH				
8.	Washington, D.C.	3,062.4	3,209.1	− 0.3%	+ 4.8%
9.	Dallas-Fort Worth	2,711.1	2,867.1	+ 8.3	+ 5.8
11.	Houston	2,656.9	3,048.4	+20.9	+14.7
14.	Baltimore	2,164.6	2,293.9	+ 1.6	+ 6.0
19.	Atlanta	1,874.9	2,058.1	+ 8.2	+ 9.8
23.	Miami	1,474.1	1,670.4	+ 4.0	+13.3
24.	Tampa-St. Petersburg	1,439.9	1,649.6	+ 9.2	+14.6
34.	New Orleans	1,152.2	1,192.1	+ 5.6	+ 3.5
37.	San Antonio	1,021.4	1,065.9	+ 7.1	+ 4.4
40.	Fort Lauderdale-Hollywood	906.2	1,055.3	+22.3	+16.5
	10-market total	**18,463.7**	**20,109.9**	**+ 7.6%**	**+ 8.9%**
	WEST				
2.	Los Angeles-Long Beach	7,112.2	7,274.4	+ 2.4%	+ 2.3%
7.	San Francisco-Oakland	3,217.9	3,279.1	+ 2.0	+ 1.9
18.	Anaheim-Santa Ana-Garden Grove	1,875.1	2,115.4	+18.1	+12.8
20.	San Diego	1,783.0	1,965.8	+18.8	+10.3
21.	Denver-Boulder	1,520.4	1,716.5	+10.5	+12.9
22.	Seattle-Everett	1,474.8	1,475.8	+ 5.5	+ 0.1
26.	Riverside-San Bernardino-Ontario	1,380.9	1,578.8	+14.7	+14.3
28.	Phoenix	1,340.2	1,550.9	+16.8	+15.7
31.	San Jose	1,247.5	1,346.3	+ 8.4	+ 7.9
33.	Portland, Ore.	1,156.2	1,236.7	+ 8.0	+ 7.0
	10-market total	**22,108.2**	**23,539.7**	**+ 7.7%**	**+ 6.5%**
	40-market total	**93,914.9**	**97,400.6**	**+ 2.8%**	**+ 3.7%**
	U.S. total	**219,768.5**	**230,991.2**	**+ 4.2%**	**+ 5.1%**

Note: The 1983 projections apply to the metro markets as they are currently defined. See Section C for the county composition of individual metro markets.
Sources: *Sales & Marketing Management*'s 1979 and 1974 *Survey of Buying Power—Part II*; Sales & Marketing Management.

THE MEDIA PLANNER'S GUIDE

THE WALL STREET JOURNAL.

The Wall Street Journal is essential reading for millions of decision-makers, nationwide, every business day.

Why? Because The Journal provides the news and information they need to know, and provides it when and where they need it most.

The Journal style is concise, comprehensive. Basic requirements for a publication that's viewed as the most useful to managers and executives.

Before you finalize any media schedule, consider the research that compares The Journal with other media. And consider the facts and figures that document The Journal's extraordinary value.

TOP AND MIDDLE MANAGEMENT.

Since 1968, Opinion Research Corporation has studied reading preferences among top and middle management executives in America's 800 largest corporations. In every ORC study—conducted quarterly—The Journal has been the clear-cut first choice. Here are the results of the latest report.

Regular Readership of Publications by Top & Middle Management

Publication or Periodical	% reading at least 3 of every 4 issues
The Wall Street Journal	74.0%
Business Week	58.5%
Time	42.5%
National Geographic	40.4%
Forbes	38.3%
Fortune	36.4%
Newsweek	29.7%
Dun's Review	28.8%
Reader's Digest	28.1%
Sports Illustrated	25.5%
U.S. News & World Report	22.9%
New York Times (Sunday)	22.2%
Harvard Business Review	21.0%
Nation's Business	20.2%
New York Times (Daily)	16.9%

The Journal wins, hands down, when you look at executives in these same companies in terms of special categories:

Category of Executives	Regular (3/4 issues) Readers of The Journal
Executives less than 40 years old	70.6%
Executives who are college grads	75.6%
Executives with net worth of $350,000 or more	86.4%
Executives who own $100,000 or more of stock	87.4%

THE DECISION-MAKING PROCESS.

Journal readers play a pivotal role in decisions that affect your company's future, your industry's future, your future.

Consider, for instance, this table, showing the number of Journal subscribers who make or influence decisions that show up on your bottom line.

Product/Service	# of WSJ decision-makers
Advertising media	401,500
Aircraft/helicopter	41,400
Bank services	440,400
Building materials or equipment	329,700
EDP/computer equipment, services, software	317,500
Freight or transportation services	208,000
Insurance (property and/or employe benefits)	451,300
Office furniture/fixtures/floor coverings	529,200
Office machines, (calculators, copiers, etc.)	552,300
Real estate or new plant site: U.S. and abroad	289,500
Security systems/services	215,300
Selection of sites/accommodations for conventions or sales meetings	231,100
Travel arrangements/accommodations for traveling executives, salesmen, employes	397,800

ALTERNATIVE MEDIA CHOICES.

No other publication matches The Journal's concentration of readers in corporate America and neither can any other medium. As shown by a study of 1,200 chairmen, presidents and chief executives:

73%	regularly read The Wall Street Journal
62%	regularly view some television news programs
46%	regularly view some television sports programs
43%	regularly read the top U.S. newsweekly
40%	regularly view some prime time television programs
39%	regularly listen to some radio news program
32%	regularly read the top U.S. business weekly

THE AFFLUENT AUDIENCE.

The Journal reaches affluent America.

Journal subscribers have a median household income more than twice the U.S. median, an average household net worth of $404,560, and one of every twenty is a millionaire!

Further proof of The Journal's effectiveness in reaching the affluent audience came from a study comparing the reading habits of this elite segment of the American market. Compare The Journal's ability to reach Americans with a personal income of $50,000 or more with that of other publications:

Publication	# of affluent readers, average issue
The Wall Street Journal	547,000
Business Week	346,000
Dun's Review	114,000
Forbes	296,000
Fortune	298,000
Nation's Business	185,000
Newsweek	435,000
Sports Illustrated	310,000
Time	590,000
U.S. News & World Report	326,000
New Yorker	175,000
Scientific American	78,000
Smithsonian	232,000

TO THE WALL STREET JOURNAL.

A MARKET FOR TRAVEL, A MARKET FOR LEISURE.

Travel advertisers find The Journal a productive and efficient medium. A not unexpected result when you consider the travel of Journal subscribers:

- 87% have taken 1 or more domestic trips during the year.
- 83% traveled by commercial airliner.
- 78% took business flights—with 14% flying 25 times or more per year.
- 67% of the air travelers flew for personal reasons—with 13% taking 5 or more flights per year.
- 58% have taken foreign trips during the last 5 years—with 55% of these averaging more than 1 or more flights outside the contiguous U.S. every 6 months.

As indicated, many of the trips taken by Journal subscribers are for fun, not business. And The Journal subscriber's leisure activities are verified by this table, showing the percentage of Journal subscribers engaging in various activities—and the amount of money they've spent on their hobbies over a two-year period.

Activity or Hobby	% of WSJ subscribers	Average expenditures during last 2 years
Gardening	52%	$539
Golf	36%	$479
Photography	30%	$294
Tennis	27%	$223
Home workshops	25%	$349
Boating	23%	$1,701
Camping	19%	$744
Skiing	17%	$604
Stamp/coin collecting	16%	$787
Flying (private planes)	5%	$2,826

In two key market areas, The Journal audience represents a prime opportunity.

1 of 5 Journal subscriber families owns a music system based on stereo components—and they've spent an average of $533 on components in a 24-month period.

In the same time period, the more than 1 out of every 4 families owning a still camera spent an average of $294 for photographic equipment.

VITALITY. DEMONSTRATED BY GROWTH.

Finally, consider the circulation growth of The Wall Street Journal.

In 1978, Journal attained circulation grew by 7%.

During the last five years, Journal circulation has grown by 21%.

No other daily, newsweekly, bimonthly, monthly serving business and management can match that growth rate.

Today the average daily paid circulation of The Journal stands at 1.6 million.

That's 8 million paid copies every week. And over 32 million paid copies in a month.

Astonishing acceptance. Based on The Journal's demonstrated ability to provide America's most important readers with the world's most important news.

And all good reason why any media planner should remember, before finalizing a media schedule, six short but significant words:

THE WALL STREET JOURNAL.
IT WORKS.

THE WALL STREET JOURNAL

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SURVEY HIGHLIGHT

50 biggest newspaper markets in terms of households

Rank	S&MM Newspaper Market	1978 Households (Thous.)	EBI Per Hsld.	Index U.S. = 100	% Hslds Coverage
1.	New York	5,906.2	$20,968	112	53.2%
2.	Los Angeles-Long Beach	3,467.9	20,186	108	45.8
3.	Chicago	2,466.7	22,363	119	55.8
4.	Philadelphia	1,761.6	20,705	111	82.8
5.	Detroit	1,648.7	23,089	123	78.5
6.	Boston	1,413.7	20,320	109	69.1
7.	San Francisco-Oakland	1,400.2	21,564	115	56.3
8.	Washington, D.C.	1,149.2	24,477	131	71.4
9.	Houston	1,106.9	21,476	115	54.7
10.	Minneapolis-St. Paul	1,019.5	19,303	103	61.0
11.	Miami	1,011.3	18,450	99	43.7
12.	Dallas-Fort Worth	997.2	20,977	112	68.1
13.	St. Louis	896.0	19,812	106	64.1
14.	Newark, N.J.	866.5	24,530	131	56.7
15.	Pittsburgh	846.4	18,782	100	71.9
16.	Nassau-Suffolk	830.0	25,394	136	55.6
17.	Baltimore	764.9	18,266	98	67.4
18.	Denver-Boulder	725.3	19,231	103	70.3
19.	Atlanta	723.2	20,019	107	51.0
20.	Anaheim-Santa Ana-Garden Grove	690.1	21,932	117	35.1
21.	Cleveland	681.6	21,373	114	93.8
22.	San Diego	667.0	18,353	98	53.5
23.	Tampa-St. Petersburg	654.4	14,514	78	68.5
24.	Kansas City	639.2	19,356	103	90.3
25.	Seattle-Everett	618.0	20,597	110	70.2
26.	Cincinnati	601.5	19,365	103	60.3
27.	Phoenix	596.6	18,052	96	55.9
28.	Des Moines	539.7	18,135	97	46.8
29.	Portland, Ore.	536.9	18,466	99	63.4
30.	Riverside-San Bernardino-Ontario	510.5	17,321	93	39.1
31.	Buffalo	504.4	17,876	95	80.7
32.	Milwaukee	495.3	21,130	113	81.1
33.	Louisville	446.7	18,961	101	67.2
34.	San Jose	441.7	24,673	132	51.4
35.	New Orleans	432.1	19,583	105	68.3
36.	Columbus, Ohio	419.7	19,324	103	68.4
37.	Indianapolis	416.2	20,347	109	74.9
38.	Omaha	410.0	17,875	95	49.8
39.	Oklahoma City	407.8	17,509	94	65.3
40.	Sacramento	407.3	18,809	100	61.3
41.	Charlotte-Gastonia	400.5	17,982	96	54.4
42.	Memphis	388.8	16,887	90	64.6
43.	San Antonio	384.2	17,891	96	68.9
44.	Salt Lake City-Ogden	376.3	18,304	98	59.8
45.	Greensboro-Winston-Salem-High Point	372.6	17,823	95	64.3
46.	Fort Lauderdale-Hollywood	366.7	18,544	99	48.7
47.	Hartford-New Britain-Bristol	366.1	20,861	111	62.9
48.	Rochester, N.Y.	351.0	20,217	108	69.7
49.	New Haven-West Haven-Waterbury-Meriden	323.7	19,519	104	68.9
50.	Providence-Pawtucket-Warwick	320.7	18,923	101	77.9

Notes: **EBI Per Household Index** calculated by dividing the U.S. average of $18,718 into the newspaper market's comparative figure: an index of 112 means it is 12% above average, an index of 98 means it is 2% below average.

EBI Per Household pertains to all the households in the market, not just the newspaper-subscriber households. For data on the income levels of subscriber households, consult the local newspapers in the market as to whether they have such information and the date of their latest research.

% Households Coverage is calculated by dividing the number of households into total circulation. However, because of duplicate circulation in multinewspaper markets—that is, a household subscribing to more than one newspaper—it must be used with caution.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*

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tie-ins with drug outlets in the first two markets can produce extra sales, but in the last two markets he will have to give more attention to other types of outlets.

Section C: Metro Projections

Every marketer whose concerns stretch beyond next year's budget wants to be sure that his sales force resources are properly positioned to exploit the fastest-growing markets as well as to avoid being dragged down by declining markets. The five-year projections of U.S. metropolitan markets, starting on page 51, give the marketer a head start on his sales force needs in 1983.

Not surprisingly, the South and West will continue to spearhead population growth in the next several years, but as the table on page 9 demonstrates, certain leading markets in each of the major geographical sectors will differ appreciably from regional patterns.

In the South, where the regional populace will expand 8%, New Orleans will increase only 3.5%; San Antonio, 4.4%; and Washington, D.C., 4.8%. In the West, despite an anticipated 8% growth, Seattle-Everett will show virtually no change, and the two biggest markets will experience very modest gains: Los Angeles-Long Beach, up 2.3%, and San Francisco-Oakland, 1.9%.

Similarly, in the Northeast and Midwest, where each

As a rule, the bigger the newspaper market, the higher its household buying power. Thus among the first 20 markets in the ranking table, only 2 have an Effective Buying Income per household below the national average. However, among the bottom 20, ranked from 31st to 50th, 9 markets have households with subpar income levels. Significantly, the 10 top markets all have better-than-average household incomes ranging from $19,303 in Minneapolis-St. Paul to $24,477 in Washington, D.C.

"IF WE SAID IT ONCE, WE SAID IT AT LEAST HALF A DOZEN TIMES."

"WE PROVED YOU CAN GIVE AMAZINGLY FAST SERVICE AND KEEP YOUR SALES COSTS DOWN."

Ken Schwab, The Goodyear Tire & Rubber Co.

"WE HAVE AN UNUSUAL APPROACH TO BUILDING SHAREHOLDER LOYALTY."

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Stephen Upton, Whirlpool Corporation

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Bell System

The 50 biggest TV markets in population

Rank	S&MM-ARB TV Market	1978 Total Pop (Thous.)	% Change 1977-78	EBI Per Hsld. (Avg.)	Quality Index U.S.=100
1.	New York	18,206.3	0.6%	$20,965	112
2.	Los Angeles	10,785.1	+ 1.9	19,821	106
3.	Chicago	8,352.0	0.0	22,153	118
4.	Philadelphia	7,012.7	+ 0.4	20,632	110
5.	Boston	5,286.6	0.7	19,981	107
6.	San Francisco	4,933.3	+ 1.1	21,971	117
7.	Detroit	4,810.6	- 0.1	23,561	126
8.	Washington, D.C.	3,983.6	+ 0.1	22,671	121
9.	Cleveland	3,975.7	+ 1.8	20,064	107
10.	Pittsburgh	3,296.7	+ 1.9	18,095	97
11.	Dallas-Fort Worth	3,284.3	+ 2.6	19,944	107
12.	Houston	3,129.7	+ 6.7	21,547	115
13.	Minneapolis-St. Paul	2,931.6	+ 1.7	19,470	104
14.	St. Louis	2,901.1	0.1	19,[illegible]42	102
15.	Atlanta	2,732.9	+ 0.6	18,824	101
16.	Seattle-Tacoma	2,476.3	+ 3.2	20,280	108
17.	Miami	2,429.3	1.4	18,630	100
18.	Baltimore	2,338.9	+ 0.1	18,116	97
19.	Hartford-New Haven	2,222.8	+12.0	20,083	107
20.	Indianapolis	2,200.7	3.1	19,770	106
21.	Tampa-St. Petersburg	2,175.3	+ 0.8	14,736	79
22.	Denver	2,074.3	+ 6.8	19,181	102
23.	Sacramento-Stockton	1,995.5	+ 3.2	18,630	100
24.	Portland, Ore.	1,924.1	+ 1.3	18,229	97
25.	Milwaukee	1,902.5	0.0	20,773	111
26.	Cincinnati	1,893.8	0.0	18,928	101
27.	Kansas City	1,791.8	+ 2.1	19,183	102
28.	Buffalo	1,784.9	1.2	17,249	92
29.	San Diego	1,783.0	+ 4.0	18,353	98
30.	Phoenix	1,660.7	+ 4.7	18,145	97
31.	Nashville	1,660.1	0.8	16,087	86
32.	Memphis	1,657.3	+ 0.1	15,843	85
33.	Charlotte, N.C.	1,629.0	+ 1.0	17,579	94
34.	New Orleans	1,606.2	+ 2.3	18,810	100
35.	Grand Rapids-Kalamazoo-Battle Creek	1,540.2	+ 7.3	16,948	91
36.	Columbus, Ohio	1,527.7	5.8	18,613	99
37.	Greenville-Spartanburg-Asheville, S.C.	1,515.5	+ 1.9	15,802	84
38.	Providence	1,496.1	9.8	18,004	96
39.	Raleigh-Durham, N.C.	1,462.1	+ 3.4	16,651	89
40.	Salt Lake City	1,442.9	+ 3.8	18,055	96
41.	Charleston-Huntington, W. Va.	1,435.6	+ 6.4	15,379	82
42.	Louisville	1,415.9	+ 3.8	18,734	100
43.	Norfolk-Portsmouth-Newport News-Hampton, Va.	1,389.7	+ 0.8	17,467	93
44.	Oklahoma City	1,341.8	+ 3.3	16,752	89
45.	San Antonio	1,340.3	+ 0.3	17,376	93
46.	Dayton	1,338.6	+ 3.1	19,157	102
47.	Harrisburg-York-Lancaster-Lebanon, Pa.	1,312.3	+ 3.8	19,407	104
48.	Orlando-Daytona Beach	1,302.6	+ 1.9	15,601	83
49.	Albany-Schenectady-Troy, N.Y.	1,260.2	0.5	17,845	95
50.	Birmingham	1,257.5	+ 2.2	16,246	87
	50-market total	**145,207.7**	**+ 1.1%**	**$19,649**	**105**

Notes: S&MM's TV Markets are based on American Research Bureau's (Arbitron) Area of Dominant Influence. **Quality Index** is calculated by dividing the all-U.S. average Effective Buying Income (EBI) per household, $18,718, into the TV market's comparative figure. The average EBI per household applies to all households in the market.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*
Sales & Marketing Management

region's growth will be only 2%, several of the major markets will do somewhat better. In the Northeast: Nassau-Suffolk, up 4.8%; Providence-Warwick-Pawtucket, 3.9%; and Boston, 3.0%. In the Midwest: St. Louis, up 3.7%; Minneapolis-St. Paul, 3.[illegible]%; and Milwaukee, 3.3%.

The *Survey*'s metropolitan market projections are useful for planning future manpower needs. With data on the revenue per salesperson, population growth rates can provide clues to whether the marketer should concentrate on boosting salesperson productivity in 1983 or consider hiring additional personnel.

Take the case of a marketer who sells a consumer product that enjoys broad acceptance. In the six markets listed below, revenue per salesperson ranges from $100,000 to $114,000. Multiplying these averages by the population growth rate indicates what the average revenue will be in 1983 with the same number of salespeople.

Metro Market	% Increase In Pop.	$ Increase Per Salesperson
Fort Myers-Cape Coral, Fla.	31.3%	$34,000
Brownsville-Harlingen-San Benito, Texas	24.6	28,000
Salem, Ore.	13.3	15,000
Poughkeepsie, N.Y.	4.4	4,000
Portland, Me.	3.4	4,000
New London-Norwich, Conn.	2.7	3,000

The significant increase projected for Fort Myers-Cape Coral suggests that sales force personnel will have to be added if the marketer wants to maintain current revenue levels. In the slower-growing markets, such as Portland, Me., Poughkeepsie, N.Y., and New London-Norwich, Conn., the increases are modest enough so that more effective training or incentive programs can boost per-person productivity enough

Make Fran Tarkenton part of your next sales meeting.

Introducing two great new films every sales team should see.

Here's a man your sales people should meet. Fran Tarkenton started out in pro football with a scouting report that read like an obituary: *"Too small, too slow, too weak, won't last a year."* But 18 years later, he owned five NFL records and earned a salary to match!

Even at $350,000 he couldn't afford to stay in football.

For the last nine years Fran has spent his off-season time turning an idea into a company. And that company is now a $3.5 million business!

How did he do it?

Does this son-of-a-preacherman/football great/business success have a secret formula? The answer is no. Instead, what Fran Tarkenton does have is an accurate assessment of himself and a few simple principles that allow him to turn his efforts into profits.

Two exceptional films.

Both deal with the cornerstones of Fran's success: style and time. He communicates with an audience the same way he does with a customer–one-on-one and straight from the shoulder.

"The Scramble" © (22:00)

Is it a helter-skelter run for your life? Or a carefully-planned strategy for success? Fran stresses developing a style that fits the individual . . . building on strengths . . . planning contingencies and knowing when to use them. Plus, the five key points that make "The Scramble" work in business.

"The Two-Minute Drill" © (17:00)

Time is an ally when you use the clock to your advantage. Learn about the Bonus Breakfast . . . what is Golden Time? . . . new ideas about using the phone . . . creating your own personal Data Base . . . and more.

FREE NFL FOOTBALL!

A personally autographed official NFL football from Fran Tarkenton with each purchase of a single film or the two-film package. This offer good only on orders received before December 31, 1979.

Cut out the coupon and mail it today to:

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Yes, I want Fran Tarkenton to speak at my next meeting.

	Purchase 16mm Super 8mm	Purchase Videocassette	Rental 16mm Super 8mm	Rental Video cassette
"The Scramble"	☐ $575	☐ $350	☐ $125	☐ $125
"The Two-Minute Drill"	☐ $575	☐ $350	☐ $125	☐ $125
Both Titles	☐ $975	☐ $625	☐ $225	☐ $225

Specify VTR format ________
(Shipping charges additional; prices for quantity orders available on request.)

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Company ________
Address ________
City ________
State ________ Zip ________
Telephone ________

TV Guide readers
Los Angeles

Cop-turned-writer Joseph Wambaugh calls the articles in TV Guide:

"Critical, incisive, and sharp."

"It seems to me that TV Guide doesn't prostitute itself to the industry it describes," notes Wambaugh, author and screenwriter of "The Onion Field." "The articles are critical of shows—network policy—even public television. That's what I like about it."

Mayme Clayton founded the Western States Black Research Center, the largest black history collection on the West Coast. "I always buy TV Guide," she told us. **"They discuss the pros and cons,** which give you an idea of what to look at, and what to let the children see."

America

Actor John Bodkin, whose home is a 30-foot custom sloop in Marina Del Rey, adds: "Television is everybody's window on the world. TV Guide gives you some understanding of how the system functions. **The articles have to have some impact on the industry."**

"Television is entertainment to my family, so it's an interest to us," says Jay Mullins, head of the California Skin Diving Schools. "The newspapers just don't get into tv. **TV Guide satisfies what I want.** It gives us a reflection of what's going on."

Carlos 'n Charley's Restaurant is one of Hollywood's most popular nightspots. Co-owner Bernice Altschul, better known as Grandma Disco, confirms: **"I like the articles in TV Guide.** They give you a lot of information right away. It's one of the only magazines my husband and I really have—and that's the truth."

From sunny L.A. to New York City, TV Guide grabs the attention of more prime prospects than any other magazine. Over 43 million readers, each and every week. It's the biggest, busiest, buying-est magazine audience in the land. And of all magazines, TV Guide reaches them with record speed, to give your product that extra push. Sell to America in America's best selling magazine.

reads TV Guide.

TV GUIDE

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to accommodate the greater workload.

Depending on the nature of the product, other data elements can be used for the same purpose. If the marketer sells a product bought on a household basis, such as a major appliance, the household projections will point to the greater revenue that each salesperson will have to produce. If he sells a premium-priced product, he can use the Effective Buying Income totals or the per household EBI averages.

SURVEY HIGHLIGHT

1978 changes in consumer spending

Merchandise Line Category	1978 Total Sales ($000)	% Gain 1977–78	% Of Total 1978	% Of Total 1977
Groceries, other foods	$151,892,116	11.7%	18.58%	18.77%
Women's, girls' clothing	43,063,361	7.4	5.27	5.54
Men's, boys' clothing	24,937,276	7.4	3.05	3.21
Drugs, other health aids	18,569,757	11.3	2.27	2.30
Furniture, sleep equipment	17,631,363	7.2	2.15	2.27
Major household appliances	12,869,214	9.1	1.57	1.63
Footwear	12,637,357	7.8	1.55	1.62
Total retail sales	**$817,461,457**	**12.9%**	**100.00%**	**100.00%**

Note: Details will not add to the totals in the last line because of other merchandise line categories not shown here.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
© Sales & Marketing Management.

Groceries and drugs led the way in consumer spending increases last year, reflecting the considerably higher price tags those commodities carried. Surprisingly, furniture and sleep equipment registered the smallest gains among seven merchandise line categories shown here, although new home starts increased at an impressive pace. One possible explanation: Skyrocketing home-purchase prices may have forced consumers to defer spending for home furnishings until mortgage costs were absorbed.

SURVEY HIGHLIGHT

Consumer spending—minus inflation

Merchandise Line Category	Real 1978 Total Sales ($ Mil.)	% Increase, 1977–78 Real Total Sales	% Increase, 1977–78 Price Index	% of Total Sales
Groceries, other foods	$ 72,261	1.1%	10.5%	17.27%
Women's, girls' clothing	28,844	5.3	2.0	6.89
Men's, boys' clothing	15,853	5.2	2.1	3.79
Drugs, other health aids	12,941	4.0	7.0	3.09
Furniture, sleep equipment	10,621	2.0	5.1	2.54
Major household appliances	8,737	3.7	5.1	2.09
Footwear	7,715	3.2	4.4	1.84
Total retail sales	**$418,353**	**4.9%**	**7.7%**	**100.00%**

Notes: **1978 Real Total Sales** calculated by dividing the current dollar sales figure by the annual Consumer Price Index for that commodity. **Total Retail Sales** were divided by the All-Commodities Index. Details will not add to the totals in the last line because of other merchandise line categories not shown here.
Sources: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II;* Bureau of Labor Statistics, *CPI Detailed Report: April 1979.*
© Sales & Marketing Management.

Soaring prices have so distorted retail sales totals as an indicator of consumer spending habits that marketers must adjust for price changes to get a better idea if shoppers are actually buying more or less of their products. When this adjustment is made, a dramatically different picture of what happened in retail stores last year emerges. For example, prices of groceries soared nine times faster than actual purchases—10.5% vs. 1.1%. Clothing appears to be the only category in which volume gains eclipsed price hikes on a real-term basis. Both women's and men's clothing purchases were up 5% compared with a modest 2% rise in price tags.

Section D: Newspaper Markets

Along with the most efficient deployment of sales personnel, the marketer also wants to be sure that his back-up support, in the form of advertising outlays, is also allocated efficiently. While many of the newspaper and TV market schedules that marketers use are dependent on rate and audience packages as well as age demographics, the *Survey* offers an objective measurement tool for comparing media markets. That is done by presenting for the individual markets the three basic sales dynamics—population, Effective Buying Income (EBI), and total retail sales.

Analyzing the newspaper markets data (starting on page 93) will reveal where markets that seem to be alike actually present varied sales-building opportunities. The markets listed below are similar in the number of household prospects.

However, with an almost $3,000 spread in the income of the typical household, they are very dissimilar. Dividing each market's total Effective Buying Income (EBI) by the number of households to compute an average EBI per household, the marketer learns that Indianapolis, which is 9% above the U.S. average, is the most attractive prospect for higher-priced products and that Oklahoma City, 6% below the U.S. norm, is the best prospect for lower-priced products.

Newspaper Market	EBI Per Hshld.	EBI Index (U.S.=100)
Columbus, Ohio	$19,324	103
Indianapolis	20,347	109
Omaha	17,875	95
Oklahoma City	17,509	94
Sacramento	18,809	100
Charlotte-Gastonia	17,982	96

The advertising medium itself, in terms of reaching targeted prospects, is another vantage point for evaluating local markets. Here, the "% Households Coverage" data offers added insights into the markets' relative strengths and

Five reasons why U.S.News *works* in the marketplace.

1 **SIGNIFICANT JOURNALISM.** Our news magazine's basic thrust, in the words of its Editor, is "to report, clarify, explain and project the news, to put events and people in perspective, as objectively as humanly possible." No cute writing. No gossip. No entertainment. A focus locked on the major news, wherever it happens, reported and analyzed in a way that earns praise from peers: "Best business news reporting from abroad"—Overseas Press Club, 1977. "Best in consumer journalism" —National Press Club, 1977. Our credible journalism opens windows of the mind. It can open doors for the advertiser, too.

2 **READER INVOLVEMENT.** At U.S.News, we measure it by the sum of its parts. In any given year, tens of thousands of people write to us about something they've read in the magazine. We know that nine in 10 U.S.News subscribers look into each quarter of the book. On the average, our subscribers spend more than two hours reading a typical issue; three in five pick it up on at least three different days. The bottom line is that U.S.News stimulates a responsive readership and enjoys cover-to-cover, repeat attention.

3 **RICH MARKET, 9.4 MILLION STRONG.** The 1978/79 Simmons Study projects our circulation of 2 million to a total weekly audience of 6 million men and 3 million women—readers with unmatched buying power, education and job responsibility among all large-circulation magazines. Their preference for our kind of news is so exclusive that *most* don't see advertising messages in Time. Or Newsweek. Or SI.

4 **32 MARKETING OPTIONS.** U.S.News offers 32 ways to go to market. *National* edition (rate base, 2 million—51 issues, including a year-end double issue). The *Blue Chip Demo*, a demographic edition new in 1979 (rate base, 400,000 high-income subscribers). *Million Market*, unique 11-state breakout plus Washington/Baltimore (rate base, 1.1 million). Plus *13* regular regionals, *16* regular metros.

5 **LOW-COST TARGETING.** The U.S.News advertiser can bank on out-of-pocket rates that allow frequency in the marketplace. The cost of one national page in Time buys two in U.S.News; the cost of two in Newsweek buys three in our magazine. Regional/metro advertisers who pinpoint or heavy-up in key markets with more than one insertion in the same issue (or consecutive issues) see their CPM's go *down* as combined circulation goes *up*. U.S.News offers fast-close capabilities; accepts gatefolds, preprinted inserts and saddle cards; and can be geared for geographic split and batch runs.

For more good reasons why U.S.News *works* in the marketplace, contact your nearest U.S.News representative in New York, Chicago, Boston, Cleveland, Dallas, Detroit, Los Angeles, Pittsburgh, St. Louis, San Francisco or Washington.

We spare our readers unimportant news.
We spare our advertisers unimportant readers.

U.S.News
& WORLD REPORT

SURVEY HIGHLIGHT

The 25 buying power leaders in 1983

1983 Rank	*S&MM Metro Market*	*1983 Forecast EBI ($Mil.)*	*% Gain 1978-83*	*Growth Index U.S.=100*	**1983 EBI Per Hshld.**	*% Gain 1978-83*
1.	New York	$98,997	42.5%	69	**$26,347**	38.0%
2.	Chicago	83,186	53.3	87	**32,319**	44.3
3.	Los Angeles-Long Beach	81,772	49.5	81	**27,327**	38.2
4.	Detroit	55,226	58.2	95	**35,350**	49.2
5.	Philadelphia	53,462	55.8	91	**30,419**	45.1
6.	San Francisco-Oakland	43,665	54.7	89	**31,384**	43.6
7.	Washington, D.C.	42,711	59.8	97	**35,801**	44.3
8.	Boston	41,917	50.8	83	**28,297**	37.9
9.	Houston	38,926	87.4	142	**34,657**	54.5
10.	Dallas-Fort Worth	33,507	65.1	106	**31,746**	49.2
11.	Nassau-Suffolk	32,281	53.2	87	**34,898**	37.4
12.	St. Louis	25,951	59.1	96	**29,547**	45.9
13.	Anaheim-Santa Ana-Garden Grove	25,418	67.9	111	**29,847**	36.1
14.	Newark, N.J.	25,352	55.7	91	**36,913**	49.8
15.	Pittsburgh	23,084	50.8	83	**27,543**	44.9
16.	Atlanta	22,303	68.5	112	**30,253**	46.1
17.	Minneapolis-St. Paul	21,858	49.3	80	**28,131**	35.6
18.	Baltimore	21,772	59.8	97	**25,727**	40.0
19.	Cleveland	21,165	45.3	74	**30,331**	41.9
20.	San Diego	19,657	60.6	99	**24,448**	33.2
21.	Denver-Boulder	19,289	74.4	121	**28,871**	43.9
22.	Miami	19,047	81.8	133	**28,235**	50.7
23.	San Jose	18,984	74.2	121	**36,956**	49.8
24.	Seattle-Everett	17,454	49.4	80	**28,893**	38.4
25.	Milwaukee	16,600	59.8	97	**31,058**	46.4
	U.S.	**$2,323,910**	**61.4%**	**100**	**$27,168**	**45.1%**

Note: % change in **Effective Buying Income** (EBI) total computed before rounding. **Growth Index** calculated by dividing the U.S.'s expected 61.4% increase in EBI into the comparative % gain of the metropolitan market. An index above 100 means better-than-average growth; below 100, lower-than-average growth.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*

Sales & Marketing Management.

The impact of the movement of middle-class professionals, with their larger paychecks, out of the biggest metro markets is underscored by Effective Buying Income (EBI) trends among the top 25 metro areas. Only 7 of those markets are likely to post EBI gains at better than the all-U.S. pace in the 1978-83 forecast period. Not surprisingly, all are from the South, 4, and West, 3. Probably the most significant development that will occur is Miami's robust growth: its expected EBI gain of 82% will rank second to Houston's anticipated 87% increase. Result: The perception of Miami as a low-income market, stemming from the preponderance of the elderly on fixed incomes who live there, is changing. Apparently, the buildup of the older population (one-third of the city's residents are 50 or older) has triggered the development of professional-type services catering to the needs of that age group. For other reasons, see S&MM's Changing Markets, U.S.A., feature on Miami (Dec. 13, 1976).

Let's hear it for Enid, Iowa City, and Las Cruces!

Three markets that the *Survey of Buying Power* had identified as potential metropolitan areas became official standard statistical metropolitan areas early this month as a result of a decision by the Office of Federal Statistical Policy and Standards. They are: Enid, Okla., Garfield county; Iowa City, Ia., Johnson county, and Las Cruces, N.M., Dona Ana county. Thus the *Survey*'s 300 metro markets comprise 270 officially designated and 30 *potential* metro areas.

advertising cost structure. If the total households are converted to newspaper households, the six markets will shift in their relative appeal—Indianapolis becoming much stronger, for example, and Omaha weaker:

Newspaper Market	*% Of Total Hshlds*	*% Of Newspaper Hshlds*
Columbus, Ohio	17.05%	18.68%
Indianapolis	16.91	20.28
Omaha	16.66	13.29
Oklahoma City	16.57	17.33
Sacramento	16.55	16.25
Charlotte-Gastonia	16.27	14.18

Although less than one percentage point separates the smallest from the biggest newspaper market on a total household basis, the differences are perceptibly greater for newspaper households. Obviously, this comparison suggests that it will be more productive if some of the newspaper dollars earmarked for Omaha, Sacramento, and Charlotte-Gastonia are shifted to three other cities.

Section E: TV Markets

Also serving the marketer's need for more effective advertising planning is the *Survey*'s TV markets section, starting on page 147. Here, basic data on population, EBI, and retail sales are presented for each market, along with Sales & Marketing Management's exclusive Buying Power Index (BPI) that combines the three basics into an equivalent measure of sales potential.

The seven markets listed below are roughly comparable in total population, but have appreciable differences in their relative sales potential:

TV Market	*% Of Pop*	*% Of BPI*
Buffalo	15.15%	14.75%
San Diego	15.13	16.80
Phoenix	14.10	14.81
Nashville	14.09	13.47
Memphis	14.07	12.79
Charlotte	13.83	13.61
New Orleans	13.63	13.77

If a marketer originally plans to allocate $5,000 to each

TV market, he can further refine the BPI by building a quality index that will express the BPI as a ratio of its population percent (that is, divide the market's share of BPI by its share of population). Then, he can multiply the $5,000 originally assigned to each market by the adjusted index to get an idea of where he should increase or decrease his planned outlay. The results will look like this:

TV Market	*Adjusted Index*	*Adjusted Outlay*
Buffalo	97	$4,850
San Diego	111	5,550
Phoenix	105	5,250
Nashville	96	4,800
Memphis	91	4,550
Charlotte	98	4,900
New Orleans	101	5,050

A special feature of the TV section is the information on the black population. A TV campaign aimed at building sales in that important minority market must take its highly concentrated nature into consideration. For example, the seven TV markets with the greatest number of blacks contain over one-third of the black population, 36%, but only a fourth, 26%, of the total population, as the following comparison shows:

TV Market	*% Of Black Pop.*	*% Of Total Pop.*
New York	10.86%	8.33%
Chicago	5.70	3.82
Philadelphia	4.25	3.21
Los Angeles	3.77	4.93
Washington, D.C.	3.61	1.82
Detroit	2.97	2.20
Houston	2.47	1.43
Memphis	2.33	0.76

Those are but a few of the ways in which the marketer can convert the informational power of the *Survey* to potent results in the sales- and profit-building areas. The decisions that lead to healthy sales and profits are always fraught with uncertainties, but by making use of the local market distinctions provided by the *Survey* the marketer can reduce the area of the unknown and make his future manageable. ■

SURVEY HIGHLIGHT

Retail sales leaders in 1983

1983 Rank	*S&MM Metro Market*	*1983 Forecast Retail Sales ($ Mil.)*	*% Gain 1978-83*	**Growth Index U.S. = 100**	*1983 Retail Sales Per Hshld.*	*% Gain 1978-83*
1.	Los Angeles-Long Beach	$44,120	48.1%	**85**	$14,744	36.9%
2.	Chicago	42,122	38.6	**68**	16,365	30.5
3.	New York	42,027	47.0	**83**	11,185	42.4
4.	Philadelphia	26,633	55.3	**98**	15,154	44.7
5.	Houston	25,625	87.0	**154**	22,814	54.1
6.	Detroit	24,927	41.3	**73**	15,910	33.3
7.	Boston	22,515	53.6	**95**	15,200	40.4
8.	Washington, D.C.	20,336	62.4	**110**	17,046	46.6
9.	San Francisco-Oakland	20,012	50.7	**90**	14,384	39.8
10.	Dallas-Fort Worth	17,346	42.9	**76**	16,434	29.1
11.	Nassau-Suffolk	16,528	62.0	**110**	17,869	45.4
12.	Anaheim-Santa Ana-Garden Grove	13,536	62.0	**110**	15,895	31.3
13.	St. Louis	12,895	45.6	**81**	14,682	33.6
14.	Atlanta	12,507	59.8	**106**	16,966	38.6
15.	Minneapolis-St. Paul	12,089	43.0	**76**	15,559	30.0
16.	Miami	11,911	69.3	**122**	17,657	40.4
17.	Pittsburgh	11,868	50.8	**90**	14,160	44.9
18.	San Diego	11,611	60.3	**107**	14,442	33.0
19.	Denver-Boulder	11,468	78.0	**138**	17,165	46.9
20.	Newark, N.J.	11,374	54.6	**96**	16,561	48.8
21.	Tampa-St. Petersburg	10,575	70.0	**124**	14,689	42.4
22.	Phoenix	10,473	91.3	**161**	17,853	54.1
23.	Baltimore	10,448	53.6	**95**	12,346	34.6
24.	Seattle-Everett	10,024	44.1	**78**	16,594	33.5
25.	Cleveland	9,961	28.0	**49**	14,275	25.0
	U.S.	**$1,280,259**	**56.6%**	**100**	**$14,967**	**40.8%**

Notes: % change in **Retail Sales** computed before rounding. **Growth Index** calculated by dividing U.S.'s expected 56.6% increase in Retail Sales into the comparative % gain of the metropolitan market. An index above 100 means better-than-average growth; below 100, lower-than-average growth.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*
Sales & Marketing Management.

Errata: July 23, 1979
Survey of Buying Power

The following corrections should be entered in your copy of the *Survey of Buying Power.*

Page

A-10 SURVEY HIGHLIGHT
The Southeast's retail sales total is $177,411 million.

A-20 SURVEY HIGHLIGHT
The Dist. of Columbia's population declined 10.5% in the 1970-78 period.

B-5 Florida's EBI total is $55,158,298,000; per capita EBI, $6,256; and average household EBI, $16,393. U.S.'s EBI total is $1,439,815,449,000; per capita EBI is $6,550; and average household EBI, $18,718. Market Statistics, which prepares the *Survey* data, had not computed by press time the changes in median household EBI and the households by EBI group for Florida and the U.S. Call Market Statistics for further details (212-986-4800).

C-52 Hendry County—The total EBI is $81,510,000; median household EBI, $11,826; and distribution of household EBI groups as follows: A, 9.1%; B, 22.4%; C, 24.4%; and D, 11.9%. The Buying Power Index (BPI) is .0065. Because EBI is the most important BPI component, these changes affect other counties and states too numerous to mention here. Call Market Statistics for further details (212-986-4800).

SPECIAL REPORT PREVIEW

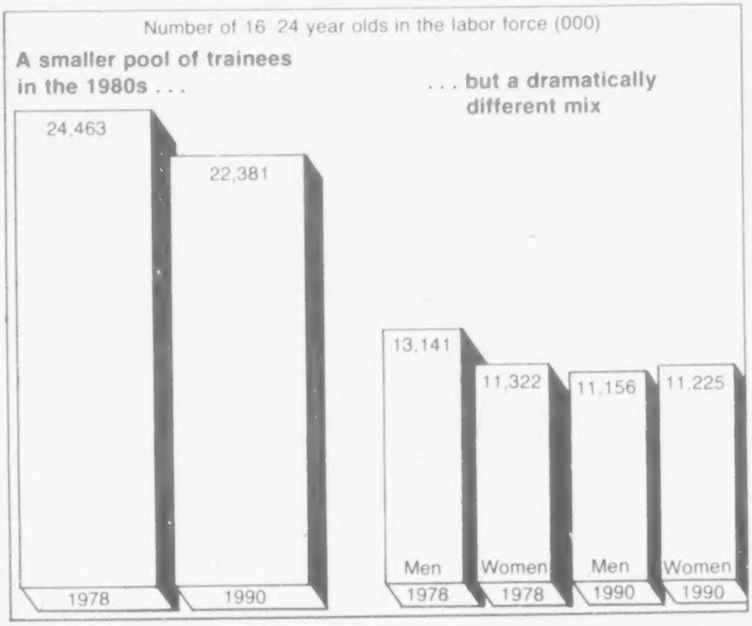
MARKETING IN THE 1980s

Are sales and marketing executives prepared to give women and blacks a bigger role in tomorrow's sales force? That's the question marketers will confront in the 1980s as a result of a dramatic shift in age demographics. The number of 16–24 year olds in the labor force—the age group that is the source of sales and management trainees—will shrink more than 2 million, from 24.5 million in 1978 to 22.4 million by 1990.

While the number of men will plunge almost 2 million, the number of women will decline less than 100,000. As a result, women will actually outnumber men in that critical age group by the time 1990 rolls around. Equally important, the number of young black adults will more than double to 3 million.

Plainly, then, marketers will have to step up recruitment of women and blacks if they hope to expand their field forces to keep sales volume climbing. That will require significant changes in hiring practices, training techniques, and career development programs, all of which have been oriented to white males until now.

That is but one of the critical opportunities and challenges that marketers will face in the changing market environment of the 1980s. S&MM will explore these changes, and their implications, in a Special Report included in our Dec. 10 issue.



Source: Bureau of Labor Statistics, *Occupational Outlook Quarterly*, Spring 1979; Sales & Marketing Management.

Behind S&MM's population projections

The methodology behind the *Survey of Buying Power*'s five-year population projections is explained in this way by Elias Fokas, vice president, Market Statistics, the Bill Communications subsidiary that prepares the *Survey* data.

Population change occurs in two ways: natural increase, the difference between births and deaths, and migration, the net result of in-and-out movement of people to and from a specific locale.

The first step in estimating natural increase is projecting the number of births, which we base on fertility estimates for each county. Our 1978 county-level fertility rates, which consist of the number of live births per 1,000 women 15–44 years old, are based on our county-level birth data and our age-sex estimates of each county's population.

We project expected fertility rates at the national level through a regression equation that considers rate changes of the last 10 years and gives more weight to those of recent years. Since the fertility rate depends on socioeconomic factors that affect every area in the U.S. to a similar degree, we adjust the county's expected fertility rate to reflect national trends. That gives us projected fertility rates for 1983 for every county. Those rates differ in absolute terms from county to county, but they follow the national rate trend. Once those rates are determined, we apply them to the expected number of females 15–44 years old in the county for each year up to and including 1983. That gives us the projected number of births.

Next, we project the number of deaths in each county. Those rates have been constant in the last decade, which makes them comparatively easy to predict. The projected number of deaths are deducted from the projected number of births to give us the numerical natural increase.

The second major population factor, net migration, is influenced by such things as job opportunities, presence of colleges or military barracks, and resort areas for retirees. Starting with the 1970 Census of Population and Housing, we have measured those changes each year and are able to make projections of net migration for each county based on those data.

In our final step, we take the net population change and add it to current county population estimates. That results in our first county projection estimates. We then examine our county estimates to make sure that their sums agree with our state control totals, which are arrived at by a similar process.

Household projections are based on trends in household size changes at the county level from year to year. Those trends are determined from the Census Bureau's *Current Population Survey Series* that provides estimates at the state and national levels. We also use the Bureau's one-time *Survey of Income and Education*, which provides valuable information at the metropolitan area level. After analyzing these two sources, we project the average household size for each county through 1983. By dividing household size into population, we arrive at the projected number of households. S&MM

Behind S&MM's EBI projections

The methodology behind the *Survey of Buying Power*'s five-year Effective Buying Income (EBI) projections is explained below by Robert Katz, manager of statistical services at Market Statistics, the Bill Communications research subsidiary that prepares the *Survey* data.

Development of our five-year EBI projections is intimately related to the manner in which we prepare the *current year* estimates for the *Survey of Buying Power* (S&MM, July 23). EBI is roughly equivalent to the federal government's disposable personal income (DPI) series with one important exception. We remove from the

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DPI total the income earned by Americans permanently stationed abroad, such as diplomatic and armed forces personnel and business persons.

Each year, we get from the individual state-employment agencies information on total wages and salaries and nonagricultural employment for each county in their jurisdiction. Based upon our own analysis, the year-to-year change in these totals has proven to have a high correlation with the annual change in the average EBI per household at the county level.

Since 1970, we have also purchased each year from the Bureau of Economic Analysis (BEA) a computer tape with total (pretax) personal income, population (derived from the Census Bureau's P-25 series), and per capita income for all the counties in the U.S. We compare the year-to-year change shown in the BEA's data with the annual changes in our own per capita EBI for each county, making allowance for the income tax rates of the individual states. Where there is a significant difference in the percentage changes between the two series, we re-examine our EBI data to determine if any adjustment should be made.

With this information in hand, we develop our five-year projections in two major steps. First, we determine what the number of households will be in each county five years from now. (For an explanation of this procedure, see the article on population projections, page 22.) The increase or decrease in the number of households is a critical factor because, obviously, such change represents a potential gain or loss in total EBI. Here, we generally make the assumption, except in special cases, that the average income of those leaving or entering the county in the forecast period will be comparable to that of those presently living there. The special cases arise when our records indicate that a county has been either at-

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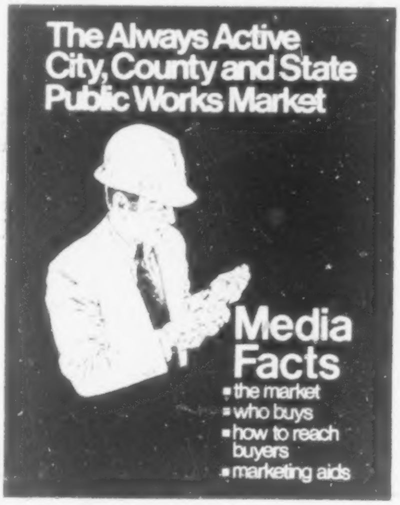

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SURVEY HIGHLIGHT

Regional profile of product purchases

	Per Household Spending On Merchandise Line Categories						
Region	Groceries, Other Foods	Drugs, Other Health Aids	Women's, Girls' Clothing	Men's, Boys' Clothing	Footwear	Major Household Appliances	Furniture, Sleep Equipment
New England	$2,185	$206	$556	$307	$151	$145	$186
Middle Atlantic	2,041	206	596	325	159	143	211
East North Central	2,025	248	593	337	170	173	242
West North Central	1,699	225	532	337	160	173	203
South Atlantic	1,909	258	541	309	160	188	269
East South Central	1,889	246	490	290	150	168	187
West South Central	1,996	282	570	350	185	189	220
Mountain	1,743	212	442	273	141	152	201
Pacific	2,017	252	559	328	171	156	249
U.S.	**$1,975**	**$241**	**$560**	**$324**	**$164**	**$167**	**$229**

Note: Household totals used to calculate spending levels are found in the 1979 *Survey of Buying Power* (July 23), page B-3.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
Sales & Marketing Management

Merchandise line sales are one of the most underutilized tools for ascertaining the differences in consumer spending patterns that underlie the formulation of local-market sales strategies. For example, food marketers should note that households in the west north central states spend the least on groceries because of the home-grown produce consumed by farm families; appliance makers will note that the same households spend proportionately more on their products. Makers of jogging equipment will be heartened that, in contrast to the national pattern, consumers in New England and the Middle Atlantic and Pacific regions spend more on footwear than on appliances. With these regional differences in mind, the marketer is in a stronger position to decide if selling emphasis should be placed on markets where below-average spending suggests insufficient use of his product or on a region where above-average outlays suggest opportunities for additional business.

SURVEY HIGHLIGHT

How good are S&MM's population forecasts?

S&MM Metro Market[1]	Actual % Change 1973–78	SBP Projected % Change For 1973–78[2]	Difference In Pct. Points
New York	– 5.0%	– 0.1%	4.9
Los Angeles-Long Beach	+ 2.4	– 2.3	4.7
Chicago	– 1.0	+ 0.9	1.1
Philadelphia	– 0.9	– 0.9	0.0
Detroit	– 1.9	+ 0.2	2.1
Boston[3]	+14.4	+ 0.6	13.8
San Francisco-Oakland	+ 2.0	+ 1.9	0.1
Washington, D.C.[3]	– 0.3	+ 5.4	5.7
Dallas-Fort Worth	+ 8.3	+ 5.7	2.6
Nassau-Suffolk	+ 3.6	– 1.9	1.7
Houston	+20.9	+ 9.6	11.3
St. Louis	+ 0.3	– 0.5	0.8
Pittsburgh	– 4.7	– 2.1	2.6
Baltimore	+ 1.6	+ 2.5	0.9
Minneapolis-St. Paul	+ 2.5	+ 2.4	0.1
Newark, N.J.	– 5.9	+ 0.7	6.6
Cleveland	– 4.4%	– 2.7%	1.7
Anaheim-Santa Ana-Garden Grove	+18.1	+11.9	6.2
Atlanta	+ 8.2	+ 8.3	0.1
San Diego	+18.8	+11.3	7.5
Denver-Boulder	+10.5	+11.2	0.7
Seattle-Everett	+ 5.8	– 1.2	7.0
Miami	+ 4.0	+11.7	7.7
Tampa-St. Petersburg	+ 9.2	+19.7	10.5
Milwaukee	– 1.7	+ 1.8	3.5

[1] The 25 biggest markets in 1978 ranked by size.
[2] As reported in the 1974 *Survey of Buying Power—Part II.*
[3] Not directly comparable because two counties were added to the market subsequent to the forecast made in 1974.
Sources: Sales & Marketing Management's 1974 and 1979 *Survey of Buying Power—Part II.*
Sales & Marketing Management.

Population projections are always a tricky proposition because people have a tendency to disregard the paths laid out for them by the forecasters. In recent years, the situation has been complicated because the ebb and flow of population between markets, always the hardest trend to project, has become the critical linchpin of metropolitan growth and decline.

Of course, the most important forecast is the numerical movement up or down of a market. Here, the "Survey" correctly predicted four of the nine markets that had losses in the 1973–78 period. In three other markets where the "Survey" expected gains, the reverse occurred. The "Survey" was exactly on target for Philadelphia; within one percentage point of the actual results in five additional markets; and within two points in four metro areas. On average, the "Survey" projections differed by 4.16 points from the actual results, mostly caused by a serious underestimation of growth in the South and West.

SURVEY HIGHLIGHT

Who will lead the metro pack in 1983?

1983 **Rank**	S&MM Metropolitan Market	1983 Population Forecast (Thous.)	% Change 1978–83	Growth Index* U.S.=100
1.	New York	9,281.7	− 1.1%	N.A.
2.	Los Angeles-Long Beach	7,274.4	+ 2.3	45
3.	Chicago	7,094.6	+ 1.1	22
4.	Philadelphia	4,871.1	+ 1.6	31
5.	Detroit	4,332.3	− 1.2	N.A.
6.	Boston	4,033.9	+ 3.0	59
7.	San Francisco-Oakland	3,279.1	+ 1.9	37
8.	Washington, D.C.	3,209.1	+ 4.8	94
9.	Houston	3,048.4	+14.7	288
10.	Dallas-Fort Worth	2,867.1	+ 5.8	114
11.	Nassau-Suffolk	2,833.3	+ 4.8	94
12.	St. Louis	2,477.0	+ 3.7	73
13.	Baltimore	2,293.9	+ 6.0	118
14.	Pittsburgh	2,224.7	− 1.9	N.A.
15.	Minneapolis-St. Paul	2,120.5	+ 3.5	69
16.	Anaheim-Santa Ana-Garden Grove	2,115.4	+12.8	251
17.	Atlanta	2,058.1	+ 9.8	192
18.	San Diego	1,965.8	+10.3	202
19.	Newark, N.J.	1,957.8	0.0	N.A.
20.	Cleveland	1,887.1	− 2.9	N.A.
21.	Denver-Boulder	1,716.5	+12.9	253
22.	Miami	1,670.4	+13.3	261
23.	Tampa-St. Petersburg	1,649.6	+14.6	286
24.	Riverside-San Bernardino-Ontario	1,578.8	+14.3	280
25.	Phoenix	1,550.9	+15.7	308
	25-market total	**79,391.5**	**+ 3.9%**	**76**
	U.S.	**230,991.2**	**+ 5.1%**	**100**

N.A.—Not applicable because market has negative or no growth.

*Growth Index is calculated by dividing the U.S.'s anticipated 5.1% growth into the market's % change. Any number above 100 means better-than-average growth; below 100, lower-than-average growth.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*.
Sales & Marketing Management.

tracting or losing households whose incomes are significantly higher or lower than its overall average.

The second major step involves making projections of the future rates of inflation and real gross national product (GNP). Here, we rely on deflators that the BEA has developed for DPI and total retail sales. Projecting future economic growth for the 1978–83 period gives us a handle on what the total EBI will be in 1983. In turn, projecting the inflation rate enables us to express our 1983 EBI data in terms of current dollars.

To develop our 1983 EBI totals for each county, we combine the above estimates with both our households projections and our average EBI per household projections. The latter are derived from projections of what has happened in each county between 1970 and 1978, with the greatest weight given to the rate of change in the most recent years. S&MM

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Behind S&MM's retail sales projections

The methodology for the *Survey of Buying Power's* five-year retail sales projections is explained by Robert Katz, manager of statistical services at Market Statistics, the Bill Communications research subsidiary that prepares the *Survey* data:

The starting point of our Total Retail Sales (TRS) estimates is the Census Bureau's 1972 Census of Retail Trade (very little data have been released from the 1977 census as yet). To track what has happened in each county since 1972, we rely principally upon two sources:

1. The sales-tax data we receive from more that 40 states.
2. The Census Bureau's annual *County Business Patterns* (CBP) series of state reports that include employment and payroll data for all the retail store types.

By analyzing the year-to-year changes in the sales-tax data, on the one hand, and the number of retail store outlets and number of employees for each type of store, on the other hand, we get an accurate fix on what happens to the TRS from one year to the next. The CBP information is especially helpful in filling the gaps created by the states that do not cooperate in releasing their tax data. Although the CBP reports have a two-year lag, we can adjust for this by matching their information to the Census Bureau's *Monthly Retail Trade Report*. That report now has data for 19 states and 28 of the biggest metropolitan markets.

In projecting the TRS, on a county-by-county basis, to 1983, we rely primarily on two important variables:

- **TRS as a share of Effective Buying Income (EBI).** Because a county's EBI, obviously, has an important correlation to what its population can spend in retail stores, we have established for each county back to 1972 its TRS expressed as a share of EBI. When analyzed over a period of time, this ratio provides a reliable picture of how people in different counties spend their income. While the bulk of the counties cluster around an average ratio, we look for those areas where the ratio is significantly above or below average.
- **Per capita sales**, which enables us to relate the TRS to population change. This variable is helpful in analyzing counties where population and retail sales are moving in different directions or at different rates.

In the final step of our calculations, we project the county's trendline TRS-share-of-EBI to 1983 and multiply it by the total EBI we have projected for the county. Similarly, we project the trendline per capita TRS to 1983 and multiply it by our projected population. We then take the two different sets of projections, assign them different weights based upon the county's recent behavior patterns, and compute a total retail sales figure for that county. S&MM

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Explanation of 'split' counties in S&MM's TV markets

Although as a general rule each county is assigned exclusively to one Area of Dominant Influence (ADI), 11 counties are split between different TV markets because their large size causes different portions to be dominated by different sets of TV stations. Here is a list of the split counties, the ADIs to which their geographic portions are allocated, and the relative share of population in each portion.

County	ADI/TV Market	% Pop.
ARIZONA		
Apache (north)	Albuquerque, N.M.	83%
Apache (south)	Tucson	17
CALIFORNIA		
Contra Costa (east	Sacramento-Stockton	15
Contra Costa (west)	San Francisco	85
El Dorado (east)	Reno, Nev.	34
El Dorado (west)	Sacramento-Stockton	66
Kern (east)	Los Angeles	16
Kern (west)	Bakersfield	84
Placer (east)	Reno, Nev.	8
Placer (west)	Sacramento-Stockton	92
Riverside (east)	Phoenix, Ariz.	3
Riverside (west)	Los Angeles	76
Riverside (central)	Palm Springs	21
San Bernardino (east)	Phoenix, Ariz.	1
San Bernardino (west)	Los Angeles	99
Solano (east)	Sacramento-Stockton	51
Solano (west)	San Francisco	49
NEW MEXICO		
Lea (north)	Roswell	87
Lea (south)	Odessa-Midland, Texas	13
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Oneida (west)	Syracuse	33
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Kititas (west)	Seattle-Tacoma	19

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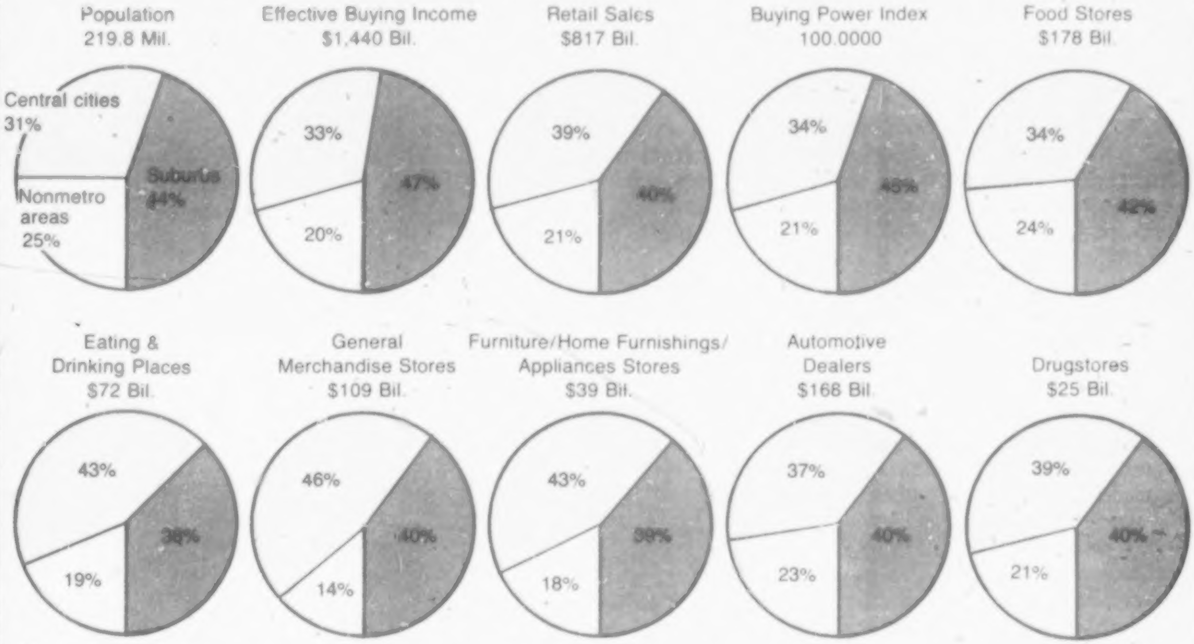
S&MM MARKETGRAPH

Suburbs: A lucrative (but not always happy) Eden

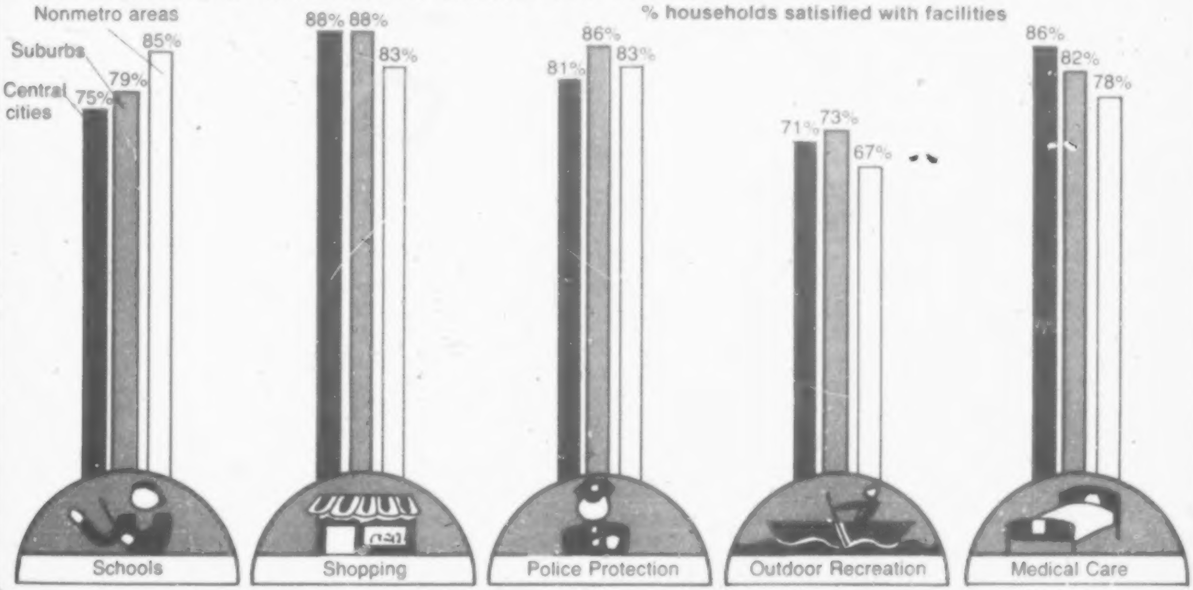
Just as the federal government reshuffles its construction subsidies to crimp the building of future shopping centers, the suburbs have passed the central cities in retail store sales for the first time. Yet while the suburbs are now the most important retailing locale, their residents are not completely happy with their lot: they enjoy a lead in only two of five "quality of life" indicators.

By most sales indicators, the suburbs are No. 1 . . .



Source: Market Statistics, research subsidiary of Bill Communications that prepares *Survey* data.

. . . but suburbanites have reservations about their 'quality of life'



Source: Bureau of Census and U.S. Dept. of Housing and Urban Development, *1977 Annual Housing Survey: Indicators of Housing and Neighborhood Quality*, Series H-150-77, Part B.

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And, now, you can advertise directly to this prime older adult market in the geographic markets you choose through the Senior Publishers Group, advertising sales representatives. We offer your choice of 22 publications in California, Arizona, Oregon, Colorado, Illinois, Georgia, North Carolina, the Eastern Seaboard and all New England States. And, more markets and publications are being added actively. Take one or the total circulation of 506,200 and get results.

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Put these facts to work in making your decision to target the older adult market:

"The older (55-plus) consumer commands four times more buying power than the teenage market. They have more disposable income, greater liquid assets, and less debt than any other age group. This group represents more than 56% of the total wealth of the United States. Half this total is among the 65 and over age group."

—Gerontological Planning Associates
Santa Monica, California–1979

"Nearly 80 percent of savings dollars in S&L's is owned by the 55-plus age group. Their average balance is over $5,000."

—National Savings and Loan League
Reported in S&MM, 1979

"Households headed by the 55-plus age group have twice the discretionary spending ability—$3 out of every $10—than the 35-and-younger group ($1.50 out of every $10)."

—U.S. Department of Commerce, 1978

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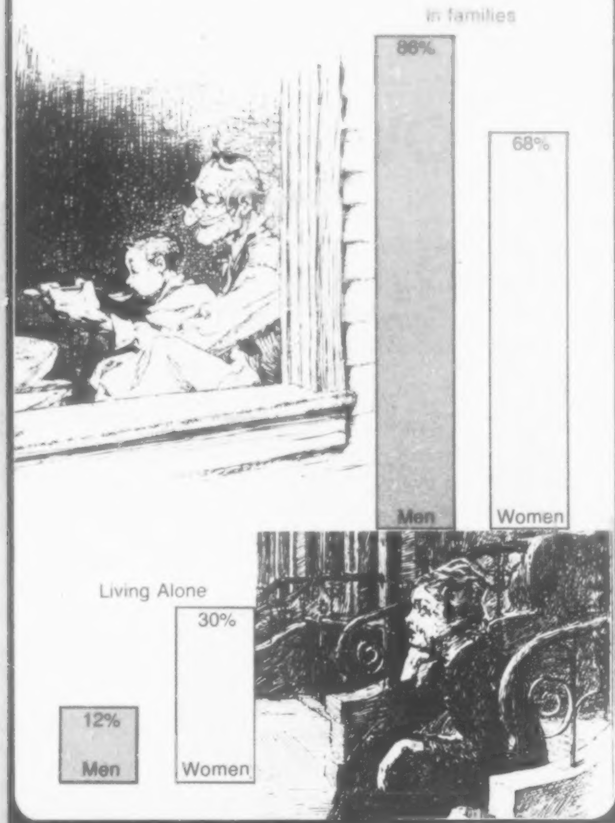
*Cost per thousand computed on full page, one-time, black and white rate for Senior World, San Diego. Total group CPM is $23.17.

S&MM MARKETGRAPH

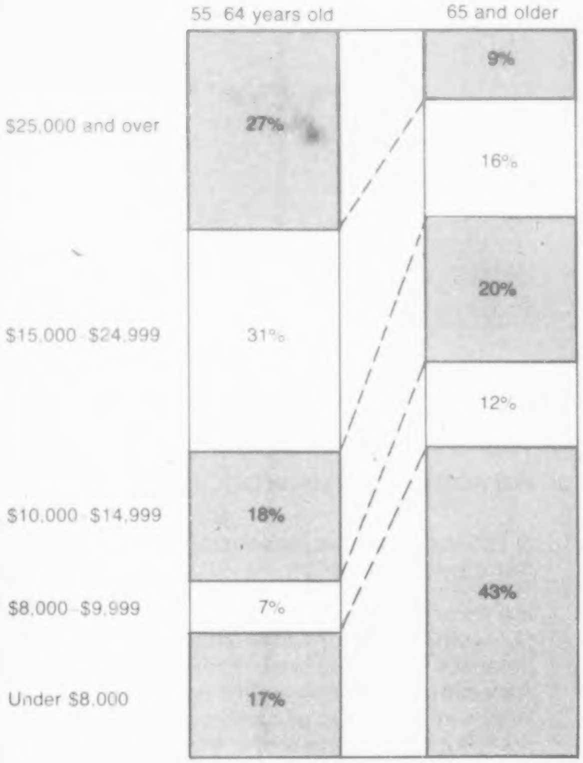
Surprises in the over-55 market

Shaping up as the second-fastest-growing age group in the next decade, the over-55 population packs a potent appeal to marketers looking for rapid growth. The market has certain nuances, however. As the graphs below indicate, (1) there is a higher proportion of men than women living in families and (2) the income mix changes dramatically after retirement. Also, despite the popular image of the elderly basking in sun-blessed states, a large number still live in the North.

% of population 55 and older



Income group by age of family head



Top 10 states for people 50 and older

	50+ Pop. (Thous.)	*% Of State's Total Pop.*
California	5,569.5	25%
New York	5,061.6	28
Pennsylvania	3,487.8	30
Texas	3,089.5	23
Florida	2,973.3	34
Illinois	2,922.7	26
Ohio	2,725.9	25
Michigan	2,164.6	24
New Jersey	2,046.9	28
Massachusetts	1,608.6	28
10-state total	**31,650.5**	**27%**

Sources: *Sales & Marketing Management's 1979 Survey of Buying Power*; Census Bureau, *Social and Economic Characteristics of the Older Population*, Series P-23, No. 85; *Money Income in 1977 of Families and Persons in the U.S.*, Series P-60, No. 118.

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Another reason why Hardware Retailing is your best space buy . . . the "People Power" of the Association.

HARDWARE RETAILING puts the "People Power" of the Association to work for you.

A hotline to the people who influence hardlines distribution.

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Section B

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
Merchandise
Line
Sales

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA														
ANNISTON	51,239	48,509	9,439	7,382	19,957	10,694	12,853	4,533	5,718	2,751	8,860	2,622	8,181	6,307
BIRMINGHAM	602,731	569,793	82,363	62,597	198,840	73,523	108,923	58,836	58,621	36,033	55,483	19,012	86,592	70,245
FLORENCE	68,124	64,360	16,980	8,166	24,259	12,639	16,428	6,786	8,179	3,995	10,069	1,817	7,513	6,060
GADSDEN	80,652	79,223	10,856	8,171	22,551	10,112	13,336	6,058	6,707	3,740	10,115	1,580	6,087	3,583
HUNTSVILLE	174,079	163,380	26,483	18,441	59,101	30,795	36,776	15,281	15,888	7,965	20,681	[illegible],713	22,877	17,994
MOBILE	295,999	283,538	38,265	25,873	76,154	39,519	39,224	14,496	22,727	11,865	27,608	9,988	29,704	23,336
MONTGOMERY	155,663	150,134	23,850	17,777	60,956	36,619	30,996	9,883	15,981	7,746	20,163	4,336	22,782	15,784
TUSCALOOSA	74,065	71,608	10,846	8,273	26,218	13,618	15,834	6,155	8,025	5,083	9,051	3,040	9,681	8,321
NONMETRO PORTION OF STATE	705,374	683,865	100,260	81,471	146,497	23,722	95,080	55,461	49,093	33,670	65,053	24,311	68,789	58,456
TOTAL STATE	2,238,699	2,144,647	321,603	240,141	636,142	251,241	370,597	178,206	191,365	113,084	228,091	71,806	263,641	211,078
ALASKA														
ANCHORAGE	207,854	204,501	16,590	12,975	55,820	27,209	36,427	16,872	21,673	9,510	15,994	4,311	18,347	8,107
NONMETRO PORTION OF STATE	197,074	184,126	17,823	13,959	29,601	9,691	23,580	8,765	10,765	4,202	9,835	1,712	8,661	4,121
TOTAL STATE	404,928	388,627	34,413	26,934	85,421	36,900	60,007	25,637	32,438	13,712	25,829	6,023	27,008	12,228
ARIZONA														
PHOENIX	962,948	913,285	108,231	82,232	260,956	156,676	144,424	43,655	75,528	33,392	98,017	38,741	151,301	125,301
TUCSON	313,960	290,566	32,609	23,337	88,819	52,826	48,136	11,490	27,834	12,619	29,748	9,614	48,956	35,907
NONMETRO PORTION OF STATE	440,170	406,214	35,006	25,496	66,866	11,302	45,613	17,118	18,855	8,836	27,655	15,305	25,202	18,282
TOTAL STATE	1,717,078	1,610,065	175,846	131,065	416,641	220,804	238,173	72,263	122,217	54,847	155,420	63,660	225,459	179,490
ARKANSAS														
AYETTEVILLE - SPRINGDALE	101,816	98,649	15,443	11,030	24,746	10,134	15,062	6,357	8,229	4,281	10,154	3,223	9,277	6,479
ORT SMITH	107,868	103,582	15,809	12,046	33,252	20,874	20,117	7,036	13,413	6,170	12,193	3,875	11,083	9,046
ITTLE ROCK - NORTH LITTLE ROCK	242,183	228,668	44,207	32,983	101,814	47,337	58,595	28,763	32,861	18,841	32,891	11,437	45,584	34,673
INE BLUFF	58,848	55,669	7,198	4,934	16,943	6,805	9,493	4,046	5,102	3,194	7,347	2,635	8,539	7,371
EXARKANA	86,194	84,632	9,647	7,956	21,891	5,791	12,921	9,093	8,732	6,930	6,958	2,478	6,587	4,942
ONMETRO PORTION OF STATE	694,937	674,362	103,279	79,386	144,191	23,080	91,140	49,579	50,063	31,394	68,912	27,303	63,940	53,028
OTAL STATE	1,245,385	1,199,678	189,845	143,747	332,773	109,886	201,208	101,109	114,428	67,680	133,572	48,624	139,735	111,064

Guide to using S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES	RETAIL SALES BY MERCHANDISE LINE—1978													
	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
STATE S&MM METRO AREA	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
	1	2	3	2	4	2	5	2	6	2	7	2	8	2

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products.

Updated from the 1972 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and drugs and other health aids. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

1 Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products, except frozen; and all other foods.
(Note: Meals, snacks, alcoholic drinks, packaged alcoholic beverages, and tobacco products not included.)

2 To enhance the usefulness of the merchandise line totals, the *Survey of Buying Power* shows for each product category the dollar sales accounted for by the dominant store type associated with the product classification. That makes the data helpful in analyzing distribution channels in a market. The dominant store types, and their related merchandise line category, shown in the tables are: food stores for groceries and other foods; drugstores for drugs and other health aids; department stores for women's and girls' clothing; apparel stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

3 Drugs and other health aids includes prescriptions; nonprescription medicines; and other health aids.

4 Women's and girls' clothing includes infants' and toddlers' apparel and accessories; young girls' and subteen clothing and accessories; women's, misses', juniors' furs and fur garments; women's, misses', juniors' dresses; women's, misses', juniors' coats, suits, jackets, and rainwear; women's, misses', juniors' sportswear; women's hosiery; women's bras, girdles, and daytime lingerie; women's sleepwear and robes; women's handbags; women's hats, hairpieces, and trimmings; women's gloves; and all other women's apparel and accessories.

5 Men's and boys' clothing includes boys', young men's, and "student" clothing and accessories; men's overcoats, topcoats, raincoats, suits, and formal wear; men's sport and casual outerwear; men's uniform and work clothing; men's sport and dress shirts; men's sweaters, hosiery, pajamas, robes, and underwear; men's sport and playwear; and other men's apparel and furnishings.

6 Footwear includes men's and boys' footwear; women's and girls' footwear; and children's footwear.
(Note: Infants' and toddlers' footwear not included.)

7 Major household appliances includes such items as vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, air conditioners, dishwashers, clothes washers and dryers, stoves and ovens, trash compactors, and disposal units.

8 Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor and office furniture.

If the *Survey of Buying Power* is important to your work, you owe it
to yourself to see and evaluate the new 1979 *Survey of Buying Power*
DATA SERVICE. For more information, see the brochure in this magazine.

SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
REGION State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**9,335,199**	**9,012,867**	**879,059**	**672,062**	**2,376,749**	**1,154,769**	**1,312,356**	**566,304**	**646,262**	**350,847**	**618,939**	**297,704**	**793,443**	**607,349**
Connecticut	2,347,012	2,263,521	258,622	192,810	638,916	301,273	332,038	167,811	160,647	97,950	154,891	85,042	216,574	167,131
Maine	823,808	799,712	82,841	64,359	154,361	71,466	105,092	39,394	54,954	23,836	50,099	16,568	58,464	43,129
Massachusetts	4,378,518	4,232,139	384,712	299,706	1,229,540	615,660	670,241	281,672	330,217	181,801	289,029	138,410	384,563	293,022
New Hampshire	765,446	728,480	57,123	42,263	145,738	70,097	86,519	30,053	46,120	18,960	52,852	22,615	48,553	35,976
Rhode Island	605,653	586,224	63,511	50,508	152,934	77,505	83,467	31,543	37,109	19,589	43,061	19,898	56,499	44,763
Vermont	414,762	402,791	32,250	22,416	55,260	18,768	34,999	15,831	17,215	8,711	29,007	15,171	28,790	23,328
MIDDLE ATLANTIC	**26,801,744**	**25,633,298**	**2,707,944**	**2,135,893**	**7,830,152**	**3,909,291**	**4,269,385**	**1,978,957**	**2,085,681**	**1,313,329**	**1,880,210**	**928,052**	**2,771,403**	**2,076,923**
New Jersey	5,971,497	5,653,844	559,714	416,088	1,754,969	846,704	971,236	472,370	461,943	310,421	413,548	202,336	667,334	508,372
New York	12,848,657	12,351,863	1,253,287	993,248	3,668,461	1,843,358	1,947,151	986,768	978,052	638,101	779,995	384,953	1,232,356	922,330
Pennsylvania	7,981,590	7,627,591	894,943	726,557	2,406,722	1,219,229	1,350,998	519,819	645,686	364,807	686,667	340,763	871,713	646,221
EAST NORTH CENTRAL	**28,708,816**	**27,275,009**	**3,513,825**	**2,658,094**	**8,406,894**	**4,110,483**	**4,780,095**	**2,013,251**	**2,412,882**	**1,351,076**	**2,455,091**	**1,104,092**	**3,434,594**	**2,582,210**
Illinois	7,724,325	7,310,662	890,745	708,211	2,732,783	1,137,452	1,524,051	714,421	773,312	452,937	653,777	269,418	1,024,657	775,024
Indiana	3,609,134	3,453,821	505,277	392,959	1,056,321	564,963	602,581	218,801	299,433	159,335	339,366	132,434	418,487	320,205
Michigan	6,543,832	6,273,994	867,598	675,965	1,726,114	747,578	995,171	508,891	511,103	321,634	546,452	299,357	751,096	569,392
Ohio	7,568,260	7,222,303	948,171	647,930	2,125,194	1,302,148	1,208,322	416,039	594,555	309,352	650,858	289,091	925,003	687,123
Wisconsin	3,263,265	3,014,229	302,034	233,029	766,482	358,342	449,970	155,099	234,479	107,818	264,638	113,792	315,351	230,466
WEST NORTH CENTRAL	**10,230,249**	**9,672,425**	**1,357,294**	**942,720**	**3,201,415**	**1,538,944**	**2,030,703**	**854,252**	**963,642**	**526,848**	**1,042,575**	**446,180**	**1,224,958**	**910,932**
Iowa	1,713,470	1,636,111	215,578	158,791	478,770	225,495	310,635	148,567	145,839	88,330	169,493	64,698	166,688	128,363
Kansas	1,361,183	1,295,967	219,646	139,013	419,352	188,574	270,398	127,093	130,183	75,706	179,259	91,662	192,887	150,363
Minnesota	2,554,400	2,355,103	261,930	185,080	848,640	417,491	571,290	205,473	240,348	117,908	214,550	84,537	303,654	212,564
Missouri	3,075,668	2,927,403	430,972	291,002	955,063	490,471	554,945	216,919	290,186	154,926	299,875	120,940	350,508	250,122
Nebraska	868,811	823,448	141,628	98,590	290,240	138,774	184,123	82,072	86,508	50,569	105,865	52,914	131,976	103,610
North Dakota	307,671	297,548	39,445	32,359	117,853	45,621	76,621	40,661	38,540	21,955	37,605	14,710	43,066	35,706
South Dakota	349,046	336,845	48,095	37,885	91,497	32,518	62,691	33,467	32,038	17,454	35,928	16,719	36,239	30,204
SOUTH ATLANTIC	**23,260,910**	**22,324,119**	**3,143,194**	**2,515,112**	**6,593,677**	**3,107,679**	**3,759,081**	**1,656,572**	**1,947,085**	**1,103,757**	**2,291,348**	**982,544**	**3,273,380**	**2,601,486**
Delaware	481,725	469,270	64,925	55,556	113,678	63,122	78,122	27,271	35,284	19,177	47,264	22,512	69,578	57,609
District of Columbia	405,462	382,017	75,379	59,712	144,363	49,733	82,232	51,610	46,289	35,568	24,300	9,432	51,078	37,223
Florida	6,839,927	6,591,938	786,047	633,579	2,036,142	1,040,313	1,099,129	433,253	552,934	302,875	810,754	362,486	1,140,674	897,694
Georgia	2,985,295	2,864,461	401,938	326,883	973,960	467,878	562,959	268,987	290,895	168,970	347,320	155,850	461,198	361,210
Maryland	2,974,677	2,813,145	406,847	306,809	856,197	443,665	474,565	228,177	236,296	152,286	214,898	96,360	370,600	269,731
North Carolina	3,306,484	3,159,457	459,713	372,963	874,346	358,518	519,823	232,360	279,043	158,623	300,061	112,530	405,168	348,928
South Carolina	1,803,157	1,743,361	201,961	154,658	425,974	160,547	266,496	117,092	136,252	76,418	153,845	63,959	210,413	179,132
Virginia	3,331,470	3,197,224	589,218	485,547	877,805	411,382	512,735	226,094	285,077	142,673	282,542	104,205	428,049	337,185
West Virginia	1,132,713	1,103,246	157,166	119,405	291,212	112,521	163,020	71,728	85,015	47,167	110,364	55,210	136,622	112,774
EAST SOUTH CENTRAL	**8,964,956**	**8,613,989**	**1,165,750**	**888,409**	**2,325,458**	**990,151**	**1,377,657**	**597,598**	**711,583**	**385,688**	**796,995**	**273,118**	**888,758**	**685,930**
Alabama	2,238,699	2,144,647	321,603	240,141	636,142	251,241	370,597	178,200	191,365	113,084	228,091	71,806	263,641	211,078
Kentucky	2,234,836	2,132,080	311,795	240,334	548,035	262,979	317,644	118,611	163,191	84,689	165,188	64,010	182,128	131,519
Mississippi	1,490,427	1,443,006	183,642	146,431	356,548	76,258	226,918	105,864	114,292	64,979	145,613	51,199	143,260	110,845
Tennessee	3,000,994	2,894,256	348,710	261,503	784,733	399,673	462,498	194,923	242,735	122,936	258,103	86,103	299,729	232,488
WEST SOUTH CENTRAL	**15,252,217**	**14,565,509**	**2,157,008**	**1,470,454**	**4,356,160**	**1,743,096**	**2,677,612**	**1,346,982**	**1,410,729**	**846,475**	**1,445,453**	**523,867**	**1,684,651**	**1,289,508**
Arkansas	1,245,885	1,199,678	189,845	143,747	332,773	109,886	201,208	101,109	114,428	67,680	133,572	48,624	139,735	111,064
Louisiana	2,364,923	2,261,204	349,722	227,664	684,465	256,077	439,314	221,054	240,730	144,462	239,729	87,706	258,207	197,269
Oklahoma	1,758,973	1,690,135	286,197	192,75[illegible]	468,199	123,697	307,524	192,152	165,641	112,338	157,721	63,026	219,265	176,246
Texas	9,882,436	9,414,492	1,331,244	906,292	2,870,723	1,253,436	1,729,566	832,667	889,930	521,995	914,431	324,511	1,067,444	804,929
MOUNTAIN	**6,889,646**	**6,578,794**	**837,222**	**640,125**	**1,747,124**	**776,427**	**1,080,457**	**462,792**	**555,709**	**292,040**	**600,332**	**258,546**	**794,605**	**624,476**
Arizona	1,717,078	1,610,065	175,846	131,065	416,641	220,804	238,173	72,263	122,217	54,847	155,420	63,660	225,459	179,490
Colorado	1,693,637	1,625,331	216,871	149,073	518,985	228,698	324,714	150,199	162,833	91,413	171,338	78,317	219,622	166,436
Idaho	538,000	515,827	88,130	75,480	113,352	78,744	75,480	35,065	41,191	22,833	47,633	22,390	45,461	36,463
Montana	558,546	548,858	55,976	44,665	103,776	35,769	71,164	41,163	36,090	21,449	35,269	16,253	40,968	30,991
Nevada	498,727	481,123	58,776	45,348	151,019	67,632	91,979	45,412	44,686	25,701	41,575	15,624	55,137	41,374
New Mexico	781,334	735,695	87,363	66,290	178,507	64,355	109,170	49,763	60,875	34,673	68,799	26,736	92,794	73,158
Utah	853,602	825,563	118,056	101,569	199,416	105,542	127,360	45,950	64,966	26,832	57,474	23,886	95,854	82,048
Wyoming	248,722	236,332	36,204	26,635	65,428	14,883	42,417	22,977	22,851	14,292	22,824	11,680	19,310	14,516
PACIFIC	**22,448,379**	**21,204,234**	**2,808,461**	**2,200,635**	**6,225,732**	**2,988,221**	**3,649,930**	**1,723,600**	**1,903,784**	**1,131,820**	**1,738,271**	**670,962**	**2,765,571**	**2,075,440**
Alaska	404,928	388,627	34,413	26,934	85,421	36,900	60,007	25,637	32,438	13,712	25,829	6,023	27,008	12,228
California	16,768,613	15,740,385	2,099,828	1,667,824	4,866,413	2,397,950	2,822,369	1,351,916	1,445,865	878,370	1,309,101	481,693	2,199,757	1,662,190
Hawaii	620,223	559,397	108,710	87,217	194,494	80,952	120,925	52,845	52,842	20,548	60,505	32,243	65,600	42,933
Oregon	1,721,954	1,651,235	179,211	128,966	355,352	146,734	217,798	96,551	133,069	76,752	129,540	68,031	174,053	140,305
Washington	2,932,661	2,864,590	386,299	289,694	724,052	325,685	428,831	196,651	239,570	142,438	213,296	82,972	299,153	217,784
TOTAL UNITED STATES	**151,892,116**	**144,880,244**	**18,569,757**	**14,123,504**	**43,063,361**	**20,319,061**	**24,937,276**	**11,200,308**	**12,637,357**	**7,301,880**	**12,869,214**	**5,485,065**	**17,631,363**	**13,454,254**

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
CALIFORNIA														
ANAHEIM - SANTA ANA - GARDEN GROVE	1,398,827	1,276,275	170,229	116,928	422,262	224,877	250,625	112,839	122,061	70,484	110,103	40,762	217,591	168,459
BAKERSFIELD	267,336	254,616	30,975	25,827	71,395	34,948	41,346	19,299	22,041	13,022	24,076	9,155	34,781	28,329
FRESNO	338,860	315,219	54,587	46,978	97,332	58,938	59,595	23,007	30,437	14,847	38,047	11,427	56,265	46,967
LOS ANGELES - LONG BEACH	5,431,707	5,052,125	703,808	551,784	1,689,225	816,784	991,131	497,525	484,851	303,580	395,315	161,011	737,913	567,966
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED A REA	*8,095,539*	*7,526,584*	*1,005,794*	*764,539*	*2,486,702*	*1,233,714*	*1,454,622*	*695,922*	*732,167*	*447,861*	*621,089*	*239,219*	*1,124,481*	*861,366*
MODESTO	210,588	203,882	38,619	34,342	54,704	15,258	30,045	15,752	19,192	12,952	24,403	13,953	27,031	23,114
OXNARD - SIMI VALLEY - VENTURA	350,563	332,899	36,826	29,692	88,534	36,641	55,138	20,838	31,828	16,007	28,669	6,809	45,813	33,508
RIVERSIDE - SAN BERNARDINO - ONTARIO	914,442	865,285	94,931	66,135	286,681	155,412	157,728	64,720	93,427	52,790	87,002	30,637	123,164	91,433
SACRAMENTO	824,883	778,682	59,454	46,380	212,170	125,953	120,572	45,264	63,239	36,315	60,382	18,546	90,814	68,715
SALINAS - SEASIDE - MONTEREY	193,275	187,912	24,962	22,201	58,930	17,363	34,588	23,070	16,801	12,259	15,191	7,880	21,724	15,617
SAN DIEGO	1,205,855	1,118,152	172,528	135,504	330,424	180,282	191,726	74,540	99,051	53,494	114,341	38,378	186,336	141,204
SAN FRANCISCO - OAKLAND	2,352,052	2,218,060	326,815	277,205	809,732	405,362	437,248	233,693	230,667	146,708	177,375	54,970	323,108	223,789
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*3,668,864*	*3,471,966*	*457,775*	*374,152*	*1,159,184*	*578,772*	*636,494*	*326,158*	*332,875*	*206,198*	*266,612*	*92,025*	*470,498*	*332,150*
SAN JOSE	1,105,586	1,052,469	103,986	74,065	298,192	146,844	168,541	77,861	86,962	53,123	72,753	30,810	126,863	92,330
SANTA BARBARA - SANTA MARIA - LOMPOC	211,556	203,065	25,025	21,697	48,359	21,175	26,157	11,606	14,041	8,811	16,571	8,916	37,369	31,778
SANTA CRUZ	132,993	126,777	18,451	16,687	36,445	18,626	21,911	9,544	11,623	7,015	14,007	3,735	12,170	8,493
SANTA ROSA	212,575	206,762	28,588	25,209	40,037	19,033	24,246	10,887	11,474	5,896	12,970	2,390	16,355	10,907
STOCKTON	216,116	201,033	37,342	31,645	69,094	32,098	40,242	18,627	19,539	11,411	20,599	7,963	31,891	25,478
VALLEJO - FAIRFIELD - NAPA	211,226	201,437	26,974	22,882	51,260	26,566	30,705	14,604	15,246	6,367	16,484	6,245	20,527	16,031
NONMETRO PORTION OF STATE	1,190,173	1,145,735	145,728	122,663	201,637	61,790	140,825	78,240	73,385	48,288	80,513	28,106	90,042	68,072
TOTAL STATE	16,768,613	15,740,385	2,099,828	1,667,824	4,866,413	2,397,950	2,822,369	1,351,916	1,445,865	878,370	1,309,101	481,693	2,199,757	1,662,190
COLORADO														
COLORADO SPRINGS	156,456	151,223	16,767	10,614	55,691	28,249	34,968	14,217	16,362	7,335	26,359	11,962	31,785	23,362
DENVER - BOULDER	972,626	927,456	126,001	85,328	341,392	169,195	205,143	92,463	103,329	59,809	97,702	42,917	149,050	112,618
FORT COLLINS	86,030	82,729	10,872	7,861	19,482	6,452	13,635	6,150	7,018	3,303	9,741	5,414	7,700	6,376
GREELEY	58,643	55,954	7,040	4,949	15,189	5,385	10,727	5,039	5,577	2,706	6,432	3,050	4,612	3,590
PUEBLO	85,082	83,199	13,199	9,892	25,284	13,752	14,786	4,945	7,886	3,555	8,236	2,312	8,084	5,579
NONMETRO PORTION OF STATE	334,800	324,770	42,992	30,429	61,947	5,665	45,455	27,385	22,661	14,705	22,868	12,662	18,391	14,911
TOTAL STATE	1,693,637	1,625,331	216,871	149,073	518,985	228,698	324,714	150,199	162,833	91,413	171,338	78,317	219,622	166,436
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	645,088	630,754	64,310	50,659	179,406	93,175	86,736	44,284	42,969	25,859	44,589	28,458	64,048	49,046
HARTFORD - NEW BRITAIN - BRISTOL	832,588	802,294	94,675	69,105	221,278	102,812	117,189	60,815	58,826	36,985	49,470	26,305	77,977	51,862
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	528,210	503,457	61,168	41,613	174,231	79,346	91,023	45,943	40,541	24,438	39,989	20,548	50,899	38,432
NEW LONDON - NORWICH	172,933	163,211	22,659	18,432	38,895	18,717	22,996	8,355	9,583	4,562	13,053	5,349	13,169	9,782
NONMETRO PORTION OF STATE	168,193	163,805	15,810	13,001	25,106	7,223	14,094	8,414	8,728	6,106	7,790	4,382	10,481	8,009
TOTAL STATE	2,347,012	2,263,521	258,622	192,810	638,916	301,273	332,038	167,811	160,647	97,950	154,891	85,042	216,574	167,131
DELAWARE														
WILMINGTON	[illegible]	[illegible]	57,006	49,813	111,752	60,566	61,149	20,447	27,896	15,325	37,773	20,735	60,710	51,297
NONMETRO PORTION OF STATE	144,347	142,204	13,311	9,955	9,844	3,384	20,921	9,022	9,789	5,498	13,220	3,877	14,686	11,507
TOTAL STATE	481,725	469,270	64,925	55,556	113,678	63,122	78,122	27,271	35,284	19,177	47,264	22,512	69,578	57,609
DISTRICT OF COLUMBIA														
WASHINGTON	2,204,056	2,076,053	427,238	350,458	746,503	362,892	412,692	202,077	211,310	139,265	152,551	62,253	332,302	245,654
TOTAL STATE	405,462	382,017	75,379	59,712	144,363	49,733	82,232	51,610	46,289	35,568	24,300	9,432	51,078	37,223
FLORIDA														
BRADENTON	121,507	118,272	11,866	9,472	21,947	9,893	13,115	4,271	6,093	2,342	13,619	6,054	12,377	9,829
DAYTONA BEACH	200,689	196,113	25,524	21,306	52,140	24,027	28,527	10,238	12,046	5,970	25,555	12,888	30,773	26,238
FORT LAUDERDALE - HOLLYWOOD	767,063	747,379	77,418	62,881	285,339	150,906	140,165	56,586	69,118	40,844	90,842	43,748	153,767	121,801
FORT MYERS - CAPE CORAL	143,593	140,924	16,335	12,540	41,277	22,311	21,715	6,831	9,093	5,388	21,281	11,874	39,236	30,177
GAINESVILLE	122,662	117,552	11,171	9,162	36,370	17,692	20,205	9,704	10,674	6,966	7,745	3,759	13,027	9,578
JACKSONVILLE	427,405	398,284	42,568	35,979	128,612	59,134	74,637	28,234	34,753	19,604	54,739	23,969	60,012	45,322
LAKELAND - WINTER HAVEN	242,023	236,651	27,084	22,169	59,617	24,521	34,570	19,399	20,502	14,448	33,551	17,850	30,396	23,774
MELBOURNE - TITUSVILLE - COCOA	182,016	171,413	22,685	18,158	46,330	27,765	28,940	7,296	17,626	7,371	23,379	8,474	24,207	16,622
MIAMI	1,098,708	1,067,363	131,605	108,007	445,532	222,968	240,235	111,403	119,542	70,750	109,343	43,646	210,689	161,027
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*1,865,771*	*1,814,742*	*209,023*	*170,888*	*730,871*	*373,874*	*380,400*	*167,989*	*188,660*	*111,594*	*200,185*	*87,394*	*364,456*	*283,428*
ORLANDO	472,254	446,589	56,280	46,917	145,815	88,859	80,356	25,407	41,043	20,985	59,517	20,748	79,039	60,012
PANAMA CITY	66,558	63,568	7,695	5,909	22,442	10,496	13,209	4,872	6,196	2,670	11,132	4,206	9,210	6,827
PENSACOLA	224,051	216,838	22,080	16,656	61,955	38,248	35,527	10,959	18,136	8,286	28,639	9,958	26,574	19,399
SARASOTA	150,064	147,380	22,021	18,988	52,748	26,619	23,220	8,178	12,384	7,926	26,511	15,466	49,474	41,405
TALLAHASSEE	125,034	123,189	9,932	8,600	30,836	16,203	17,272	6,449	9,552	5,939	15,580	6,930	11,303	8,830
TAMPA - ST. PETERSBURG	1,104,698	1,048,342	147,426	111,944	301,311	191,794	170,009	58,476	87,362	43,476	135,326	54,233	190,041	151,047
WEST PALM BEACH - BOCA RATON	425.847	414,798	48,530	40,085	157,651	69,366	71,016	28,357	37,476	19,847	53,934	26,068	99,920	79,782
NONMETRO PORTION OF STATE	965,755	937,283	105,827	84,806	146,220	39,511	86,411	36,593	41,338	20,063	100,061	52,615	100,629	85,424
TOTAL STATE	6,839,927	6,591,938	786,047	633,579	2,036,142	1,040,313	1,099,129	433,253	552,934	302,875	810,754	362,486	1,140,674	897,694

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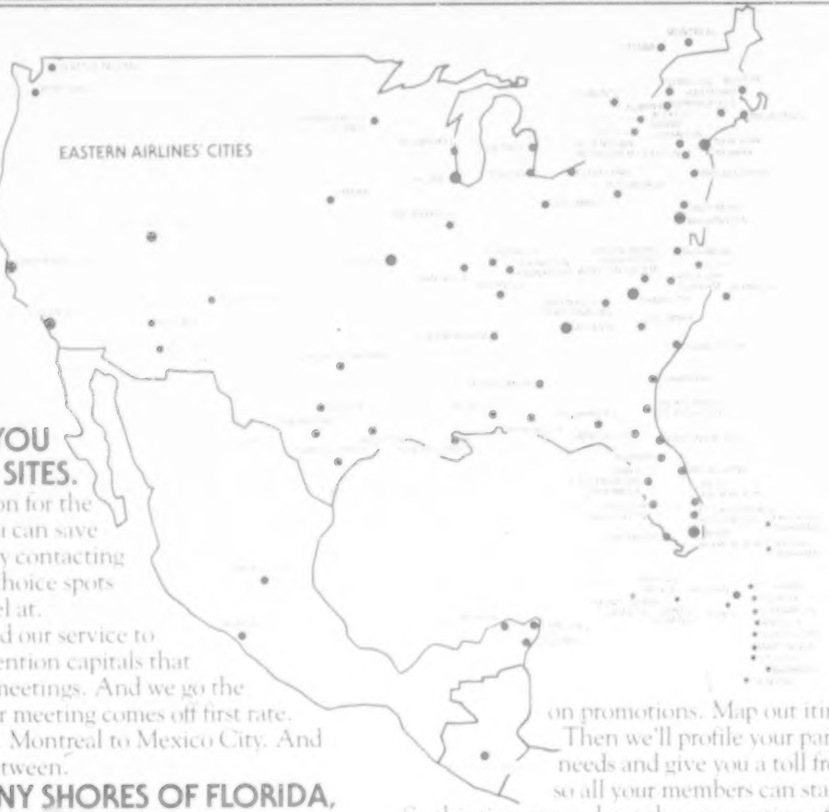

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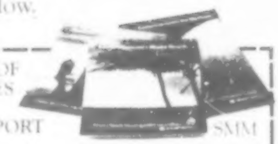

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S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
GEORGIA														
ALBANY	82,800	80,545	7,905	6,022	21,062	11,816	15,095	6,402	7,836	4,187	8,558	2,009	12,260	9,766
△ ATHENS	54,838	51,930	7,106	4,883	18,307	9,481	11,407	4,018	5,528	2,489	8,180	3,719	8,390	7,025
ATLANTA	1,047,099	988,508	141,251	112,296	467,409	286,407	247,477	93,929	123,166	64,214	145,659	67,811	233,555	168,339
AUGUSTA	186,790	182,733	20,401	15,515	59,851	23,326	33,830	19,111	20,874	12,936	15,923	4,975	22,412	17,611
COLUMBUS	135,796	131,074	13,332	11,034	55,568	21,341	44,103	30,968	15,936	10,324	16,174	6,658	22,465	17,084
MACON	146,883	142,966	17,987	14,776	54,337	30,275	29,762	11,769	18,293	9,757	19,636	6,772	18,205	13,371
SAVANNAH	148,116	145,464	21,446	18,188	48,321	21,961	26,842	14,190	15,345	10,151	15,664	5,298	19,627	16,741
NONMETRO PORTION OF STATE	1,215,772	1,174,307	175,173	146,225	254,671	64,189	157,596	90,577	85,891	56,198	118,756	58,528	124,190	110,551
TOTAL STATE	2,985,295	2,864,461	401,938	326,883	973,960	467,878	582,959	268,987	290,895	168,970	347,320	155,850	461,198	361,210
HAWAII														
HONOLULU	478,460	423,900	92,026	74,165	164,343	76,636	100,666	41,971	45,465	15,980	43,028	20,599	53,438	32,132
NONMETRO PORTION OF STATE	141,763	135,497	16,684	13,052	30,151	4,316	20,259	10,874	7,377	4,568	17,477	11,644	12,162	10,801
TOTAL STATE	620,223	559,397	108,710	87,217	194,494	80,952	120,925	52,845	52,842	20,548	60,505	32,243	65,600	42,933
IDAHO														
BOISE	96,708	91,315	20,070	17,615	25,691	13,978	14,909	4,737	7,902	3,374	10,605	4,131	10,782	8,856
△ POCATELLO	33,066	31,366	5,753	4,800	9,962	2,627	6,959	4,052	3,918	2,600	3,750	1,964	3,637	2,968
NONMETRO PORTION OF STATE	408,226	393,146	62,307	53,065	77,699	22,139	53,612	26,276	29,371	16,859	33,278	16,295	31,022	24,639
TOTAL STATE	538,000	515,827	88,130	75,480	113,352	38,744	75,480	35,065	41,191	22,833	47,633	22,390	45,461	36,463
ILLINOIS														
BLOOMINGTON - NORMAL	74,854	72,203	7,364	5,854	23,645	10,401	15,476	8,815	7,804	5,586	8,183	3,829	8,299	6,440
CHAMPAIGN - URBANA - RANTOUL	85,227	76,709	13,873	11,393	34,507	20,405	21,756	8,945	10,059	5,484	10,122	4,088	14,881	12,141
CHICAGO	4,998,476	4,698,672	568,217	460,937	2,030,287	806,334	1,104,925	523,735	567,764	340,328	408,560	164,370	748,268	550,551
CHICAGO - GARY CONSOLIDATED AREA	*5,572,729*	*5,245,080*	*639,145*	*518,778*	*2,147,042*	*872,665*	*1,177,004*	*548,588*	*602,406*	*358,983*	*453,256*	*187,334*	*801,051*	*590,169*
△ DANVILLE	72,863	70,886	11,127	9,115	19,436	10,769	11,993	4,466	5,499	2,336	7,877	2,801	7,080	5,519
DAVENPORT - ROCK ISLAND - MOLINE	258,831	240,036	25,559	19,722	67,996	39,214	42,159	17,509	21,131	10,145	20,454	8,505	23,607	18,487
DECATUR	86,066	76,630	8,967	7,086	33,487	16,524	22,112	11,743	8,994	5,143	12,029	4,702	13,397	9,464
KANKAKEE	61,480	59,291	10,052	7,970	22,266	11,988	13,881	5,709	6,388	2,985	7,012	1,461	4,598	2,880
PEORIA	232,631	218,696	33,008	25,230	85,024	55,753	50,569	16,557	24,759	13,077	25,088	11,667	33,018	27,108
△ QUINCY	43,784	42,130	8,146	6,640	15,378	7,958	9,592	4,018	4,444	2,102	6,440	2,715	6,499	5,351
ROCKFORD	203,669	196,227	18,999	14,240	59,264	42,106	33,422	9,497	18,471	7,887	22,698	9,456	27,338	22,009
SPRINGFIELD	132,389	124,558	20,551	16,857	64,970	32,426	28,233	10,258	12,072	5,884	15,459	4,378	12,695	8,743
NONMETRO PORTION OF STATE	1,246,265	1,208,101	133,715	102,226	222,013	56,118	142,078	83,391	71,082	43,631	94,855	45,738	101,965	90,160
TOTAL STATE	7,724,325	7,310,662	890,745	[illegible]	2,732,783	1,137,452	1,524,051	714,421	773,312	452,937	653,777	269,418	1,024,657	775,024
INDIANA														
ANDERSON	93,203	88,712	12,521	8,986	32,211	16,828	17,495	6,108	8,288	4,568	9,952	3,679	8,582	5,906
BLOOMINGTON	69,548	67,258	11,751	9,642	24,344	11,388	14,193	5,633	7,266	4,022	6,857	2,031	6,294	4,364
ELKHART	80,979	76,848	15,940	12,618	33,753	15,293	19,357	6,927	9,753	4,946	10,895	3,707	10,804	7,964
EVANSVILLE	200,286	190,899	28,063	21,692	63,760	31,355	39,936	13,749	20,633	12,899	23,126	8,207	23,120	17,785
FORT WAYNE	207,606	198,414	35,615	27,959	90,607	52,090	55,679	27,332	24,339	14,601	26,060	11,344	40,722	30,393
GARY - HAMMOND - EAST CHICAGO	574,253	546,408	70,928	57,841	116,755	66,331	72,079	24,853	34,642	18,654	44,696	22,964	52,783	39,618
INDIANAPOLIS	817,593	775,701	120,916	90,228	286,017	176,111	159,667	50,684	80,661	43,491	76,182	22,171	110,201	83,957
KOKOMO	65,714	62,513	10,471	7,720	34,010	20,241	20,003	6,026	9,377	4,304	10,720	3,682	10,812	7,907
LAFAYETTE - WEST LAFAYETTE	68,143	65,852	11,531	9,204	27,551	20,067	15,850	5,855	7,849	3,128	8,032	2,314	9,430	7,018
△ MARION	44,126	42,504	6,607	5,136	14,755	8,447	8,442	2,149	3,909	1,535	5,046	1,642	4,896	3,526
△ MICHIGAN CITY - LA PORTE	75,987	73,652	10,063	7,872	25,906	13,752	15,149	5,241	7,419	3,742	7,177	1,837	6,108	3,947
MUNCIE	70,778	67,165	8,400	5,693	23,953	15,683	13,088	4,751	7,606	4,901	7,582	3,106	8,143	6,816
SOUTH BEND	182,609	176,893	24,434	19,330	52,078	27,557	26,644	9,439	13,220	5,623	16,232	7,663	24,121	19,693
TERRE HAUTE	123,023	117,731	17,119	14,661	41,201	24,986	23,203	9,322	9,598	4,843	13,875	5,448	13,852	9,411
NONMETRO PORTION OF STATE	825,339	802,308	104,141	82,735	152,007	37,206	82,093	35,426	46,284	25,297	63,967	29,052	75,149	62,396
TOTAL STATE	3,609,134	3,453,821	505,277	392,959	1,056,321	564,963	602,581	218,801	299,433	159,335	339,366	132,434	418,487	320,205
IOWA														
CEDAR RAPIDS	101,616	94,780	11,395	8,823	40,886	32,674	22,753	3,813	10,665	4,592	9,768	3,576	10,159	7,559
DAVENPORT - ROCK ISLAND - MOLINE	258,831	240,036	25,559	19,722	67,996	39,214	42,159	17,509	21,131	10,145	20,454	8,505	23,607	18,487
DES MOINES	206,072	195,703	25,429	16,621	85,035	52,324	50,529	21,070	22,531	12,942	24,823	6,827	23,565	16,383
DUBUQUE	59,717	53,376	7,525	6,055	27,339	17,864	16,162	4,406	8,699	4,594	8,507	2,080	8,236	5,716
IOWA CITY	45,106	43,320	7,635	6,083	15,846	7,395	11,035	5,487	4,835	3,015	5,878	2,650	5,909	4,665
SIOUX CITY	76,745	68,757	15,023	11,310	32,226	18,988	22,032	11,764	9,209	4,908	9,917	3,732	8,907	6,653
WATERLOO - CEDAR FALLS	83,826	79,499	10,574	7,845	37,757	20,908	24,985	11,161	13,216	7,901	12,161	1,941	11,207	6,942
NONMETRO PORTION OF STATE	985,620	956,355	117,973	86,800	200,401	54,162	139,491	81,149	64,815	44,572	85,134	37,566	81,295	66,190
TOTAL STATE	1,713,470	1,636,111	215,578	158,791	478,770	225,495	310,635	148,567	145,839	88,330	169,493	64,698	166,688	128,363
KANSAS														
LAWRENCE	40,037	38,562	5,603	3,030	11,158	4,571	7,623	3,735	3,619	2,174	7,087	4,889	8,163	7,360
TOPEKA	113,057	108,958	15,596	10,817	40,542	18,710	26,422	14,560	13,111	7,821	15,898	5,735	14,526	10,823
WICHITA	253,215	236,642	41,678	25,098	80,724	32,533	54,442	31,161	26,382	17,847	35,750	17,158	35,610	28,739
NONMETRO PORTION OF STATE	684,488	661,206	114,725	73,580	153,646	48,613	105,452	54,418	51,308	31,667	78,992	45,511	80,337	68,521
TOTAL STATE	1,361,183	1,295,967	219,646	139,013	419,352	188,574	270,398	127,093	130,183	75,706	179,259	91,662	192,887	150,363

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	85,466	81,115	12,159	9,003	26,269	15,242	15,934	4,354	7,513	2,818	9,553	2,887	8,143	6,353
HUNTINGTON - ASHLAND	224,906	221,432	28,751	21,906	62,134	29,082	32,038	11,836	17,553	10,405	20,088	9,849	22,005	19,103
LEXINGTON-FAYETTE	196,277	187,580	27,583	21,103	82,619	53,522	45,200	16,618	27,334	15,155	17,445	3,918	16,827	9,816
LOUISVILLE	604,166	550,935	91,769	61,802	217,729	144,187	118,324	35,957	55,170	22,733	49,564	17,863	66,150	44,228
OWENSBORO	61,766	59,822	8,628	7,074	14,932	7,860	10,243	4,506	6,030	3,739	6,693	2,864	5,542	4,215
NONMETRO PORTION OF STATE	1,164,851	1,129,824	155,237	126,164	198,994	44,599	125,668	55,[illegible]	64,569	36,886	80,170	36,312	82,261	64,569
TOTAL STATE	2,234,836	2,132,080	311,795	240,334	548,035	262,979	317,644	118,6[illegible]	163,191	84,689	165,188	64,010	182,128	131,519
LOUISIANA														
ALEXANDRIA	74,540	73,148	8,528	6,065	27,592	13,237	17,870	9,179	10,119	6,288	10,857	4,535	7,740	5,892
BATON ROUGE	281,354	268,397	35,072	23,684	77,438	46,118	54,879	19,369	25,143	10,753	31,691	11,178	32,188	24,912
LAFAYETTE	80,493	73,466	11,915	6,815	30,872	16,189	23,543	7,737	11,058	6,215	13,014	2,772	10,995	8,293
LAKE CHARLES	87,919	85,642	19,142	13,833	32,476	13,276	21,101	10,962	11,213	6,847	12,510	3,418	8,308	5,786
MONROE	101,033	97,147	13,379	11,873	31,694	10,274	18,355	10,924	10,428	7,139	10,139	3,418	10,446	8,045
NEW ORLEANS	741,251	701,412	118,589	61,707	277,799	112,670	171,423	90,371	104,084	63,580	78,297	28,777	101,405	73,363
SHREVEPORT	232,616	218,522	27,567	18,433	76,653	29,239	45,957	23,229	21,435	13,186	25,296	9,941	28,342	21,930
NONMETRO PORTION OF STATE	765,717	743,470	115,530	85,254	129,941	15,074	86,186	49,283	47,250	30,454	57,925	23,667	58,783	49,048
TOTAL STATE	2,364,923	2,261,204	349,722	227,664	684,465	256,077	439,314	221,054	240.730	144,462	239,729	87,706	258,207	197,269
MAINE														
△ BANGOR	94,965	90,509	10,037	6,959	22,717	11,695	14,994	5,106	7,533	3,401	7,805	2,221	8,173	5,757
LEWISTON - AUBURN	74,208	72,422	7,060	5,661	15,624	6,164	8,396	4,102	4,627	2,701	5,357	1,397	6,501	5,513
PORTLAND	193,162	188,180	17,848	12,722	56,337	35,159	40,900	11,928	20,482	5,571	12,276	4,492	15,107	9,943
NONMETRO PORTION OF STATE	461,473	448,601	47,896	39,017	59,683	18,448	40,802	18,258	22,312	12,163	24,661	8,458	28,683	21,916
TOTAL STATE	823,808	799,712	82,841	64,359	154,361	71,466	105,092	39,394	54,954	23,836	50,099	16,568	58,464	43,129
MARYLAND														
BALTIMORE	1,429,725	1,345,619	169,855	116,260	389,452	219,260	216,048	105,989	105,957	68,130	97,663	48,080	155,205	107,518
△ HAGERSTOWN	83,740	81,378	7,974	6,098	17,234	7,155	9,796	4,377	4,775	3,005	7,177	2,623	7,794	5,942
NONMETRO PORTION OF STATE	416,091	403,606	46,434	37,685	74,666	24,047	42,289	21,406	21,695	14,696	31,995	13,428	37,807	30,424
TOTAL STATE	2,974,677	2,813,145	406,847	306,809	856,197	443,665	474,565	228,177	236,296	152,286	214,898	96,360	370,600	269,731
MASSACHUSETTS														
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,028,022	2,915,198	252,307	198,306	885,887	442,813	484,682	196,554	236,881	132,111	192,469	95,314	260,530	197,444
NEW BEDFORD - FALL RIVER	320,975	310,435	31,688	23,766	78,246	38,358	41,923	18,346	21,766	12,775	21,576	10,288	39,677	32,219
PITTSFIELD	120,320	117,803	10,657	8,202	28,551	15,872	15,635	6,847	7,489	3,475	8,293	3,238	8,428	6,033
SPRINGFIELD - CHICOPEE - HOLYOKE	356,773	347,700	36,879	28,587	94,661	52,506	51,759	22,310	24,705	11,324	29,739	12,546	31,439	23,377
WORCESTER - FITCHBURG - LEOMINSTER	491,517	477,078	43,456	32,100	121,514	63,436	67,998	29,116	33,132	16,352	33,645	15,115	39,187	29,686
NONMETRO PORTION OF STATE	226,261	219,243	19,238	14,790	49,958	18,330	26,458	13,450	16,250	8,693	15,359	7,192	15,508	11,627
TOTAL STATE	4,378,518	4,232,139	384,712	299,706	1,229,540	615,660	670,241	281,672	330,217	181,801	289,029	138,410	384,363	293,022
MICHIGAN														
ANN ARBOR	250,386	223,515	21,516	14,781	44,088	14,826	23,319	13,488	11,797	7,438	17,690	13,072	23,050	18,873
BATTLE CREEK	116,574	113,830	15,412	12,739	21,236	11,116	13,706	5,755	6,985	3,835	8,651	3,899	9,467	7,426
BAY CITY	86,755	82,734	14,272	10,958	21,362	12,965	10,707	3,320	8,341	4,849	8,081	4,690	9,883	8,506
△ BENTON HARBOR - ST. JOSEPH	140,585	135,506	14,822	11,122	28,009	11,013	18,066	7,800	9,275	4,946	9,837	4,533	9,603	7,047
DETROIT	3,105,783	2,975,307	507,397	405,595	1,005,218	441,108	566,371	302,396	286,409	187,610	272,304	152,948	416,419	299,485
DETROIT - ANN ARBOR CONSOLIDATED AREA	*3,356,169*	*3,198,822*	*528,913*	*420,376*	*1,049,306*	*455,934*	*589,690*	*315,884*	*298,206*	*195,048*	*289,994*	*166,020*	*439,469*	*318,358*
FLINT	388,058	377,916	48,034	40,215	111,069	57,162	64,128	27,921	32,250	19,126	30,751	13,795	40,306	30,123
GRAND RAPIDS	462,987	452,737	35,287	22,698	96,410	34,066	57,211	35,419	30,985	21,293	35,885	22,743	53,408	43,730
JACKSON	97,642	91,864	14,599	11,870	28,079	15,246	15,228	6,547	8,995	5,070	8,326	3,453	9,198	6,719
KALAMAZOO - PORTAGE	187,539	172,508	17,245	12,651	42,196	16,635	24,726	13,388	13,106	9,738	18,299	8,404	19,619	17,131
LANSING - EAST LANSING	258,285	247,198	30,742	22,994	89,202	52,790	57,272	20,545	24,950	12,113	30,629	12,057	37,152	27,989
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	123,059	119,423	11,031	7,676	19,102	11,028	11,368	4,997	5,988	2,495	8,659	5,237	10,911	9,478
SAGINAW	176,597	169,329	16,810	10,787	46,989	23,394	28,590	13,333	14,159	8,645	17,071	9,771	26,463	22,354
NONMETRO PORTION OF STATE	1,076,812	1,042,450	115,312	88,694	161,772	39,730	103,064	51,915	54,647	32,922	75,523	42,040	78,497	65,326
TOTAL STATE	6,543,832	6,273,994	867,598	675,965	1,726,114	747,578	995,171	508,891	511,103	321,634	546,452	299,357	751,096	569,392
MINNESOTA														
DULUTH - SUPERIOR	174,599	162,612	20,211	13,535	96,265	37,816	46,764	15,754	16,740	7,972	19,594	6,916	18,714	12,617
FARGO - MOORHEAD	80,535	77,565	7,890	5,913	35,672	15,774	21,916	12,456	10,792	6,123	10,302	4,733	13,099	11,299
MINNEAPOLIS - ST. PAUL	1,460,104	1,314,353	133,464	92,649	533,638	304,291	295,020	115,402	143,027	69,816	112,528	40,349	211,743	141,478
ROCHESTER	45,010	42,657	7,510	5,600	35,336	21,943	18,198	6,611	8,148	3,311	8,238	3,112	6,185	3,723
ST. CLOUD	97,921	95,261	9,447	7,333	23,011	11,672	101,490	6,019	20,456	4,445	8,812	2,882	8,255	6,147
NONMETRO PORTION OF STATE	767,692	729,202	93,238	67,792	164,189	41,220	109,836	59,999	51,136	31,610	64,423	30,424	57,168	46,798
TOTAL STATE	2,554,400	2,355,103	261,930	18[illegible],080	848,640	417,491	571,290	205,473	240,348	117,908	214,550	84,537	303,654	212,564
MISSISSIPPI														
BILOXI - GULFPORT	109,415	106,953	14,435	11,999	37,683	14,179	20,186	9,028	10,274	5,708	15,508	6,736	12,037	9,145
△ HATTIESBURG	73,233	70,067	9,101	7,216	20,214	8,929	12,874	4,975	5,062	3,006	10,081	3,576	9,502	7,753
JACKSON	219,358	212,468	20,404	16,397	69,977	5,351	48,901	12,224	22,982	8,101	24,266	7,531	30,740	21,482

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MISS. (cont.)														
△ MERIDIAN	44,020	40,981	6,255	4,742	17,286	9,606	11,046	3,203	4,930	1,936	8,788	2,522	7,101	5,471
PASCAGOULA - MOSS POINT	85,595	83,460	9,805	8,014	15,114	5,162	9,617	4,139	4,680	2,502	6,795	1,899	5,504	4,117
NONMETRO PORTION OF STATE	932,184	903,072	122,286	97,026	195,002	33,031	123,424	71,970	64,864	43,514	79,515	28,809	77,832	62,490
TOTAL STATE	1,490,427	1,443,006	183,642	146,431	356,548	76,258	226,918	105,864	114,292	64,979	145,613	51,199	143,260	110,845
MISSOURI														
COLUMBIA	49,441	48,036	8,229	7,028	21,742	9,662	12,321	5,636	6,078	3,888	6,662	2,209	4,991	3,494
△ JOPLIN	70,579	66,159	14,887	10,649	26,145	11,433	17,697	8,481	10,148	5,860	9,051	3,437	7,857	6,020
KANSAS CITY	949,010	888,656	146,703	97,533	356,884	197,116	205,153	71,370	99,659	49,789	105,695	41,612	129,261	79,104
ST. JOSEPH	73,284	70,662	7,545	6,521	23,215	13,510	13,206	4,642	6,075	2,827	8,660	3,726	7,603	5,154
ST. LOUIS	1,546,877	1,471,204	203,496	132,498	516,016	311,553	280,608	97,653	141,851	71,486	130,910	53,023	187,134	133,879
SPRINGFIELD	116,734	110,848	22,388	14,912	56,734	30,144	32,298	15,554	19,529	12,569	19,505	6,357	21,167	14,953
NONMETRO PORTION OF STATE	893,959	860,787	112,117	76,768	174,579	48,286	117,859	54,387	67,388	37,577	86,538	39,671	83,133	69,515
TOTAL STATE	3,075,668	2,927,403	430,972	291,002	955,063	490,471	554,945	216,919	290,186	154,926	[illegible]	120,940	350,508	250,122
MONTANA														
BILLINGS	70,051	68,550	8,954	7,956	22,756	12,504	14,628	8,362	6,523	3,447	7,572	3,502	8,030	6,881
GREAT FALLS	60,731	60,011	8,553	7,176	18,748	6,660	10,242	5,090	6,357	4,221	4,677	1,683	6,902	5,015
△ MISSOULA	53,820	52,464	5,824	4,452	11,324	6,116	7,096	2,656	3,553	1,322	3,617	1,738	4,445	2,997
NONMETRO PORTION OF STATE	373,944	367,833	32,645	25,081	50,948	10,489	39,198	25,055	19,657	12,459	19,403	9,330	21,591	16,098
TOTAL STATE	558,546	548,858	55,976	44,665	103,776	35,769	71,164	41,163	36,090	21,449	35,269	16,253	40,968	30,991
NEBRASKA														
LINCOLN	91,860	86,507	13,363	8,266	41,197	24,674	26,658	11,242	12,845	7,540	13,693	5,456	12,267	7,446
OMAHA	321,100	301,393	65,359	47,270	148,504	88,671	83,760	30,600	38,599	19,197	46,542	23,601	74,819	57,098
NONMETRO PORTION OF STATE	490,579	468,042	71,748	49,832	107,359	26,979	77,470	42,140	36,999	25,114	48,321	25,165	48,925	42,415
TOTAL STATE	868,811	823,448	141,628	98,590	290,240	138,774	184,123	82,072	86,508	50,569	105,865	52,914	131,976	103,610
NEVADA														
LAS VEGAS	267,532	254,597	35,871	27,144	103,675	45,999	65,061	34,018	31,361	18,886	24,540	7,777	38,578	28,938
RENO	131,117	128,320	12,240	8,880	36,452	21,633	18,402	6,355	10,204	4,942	11,117	4,344	13,716	10,566
NONMETRO PORTION OF STATE	100,078	98,206	10,665	9,324	10,892		8,516	5,039	3,121	1,873	5,918	3,503	2,843	1,870
TOTAL STATE	498,727	481,123	58,776	45,348	151,019	67,632	91,979	45,412	44,686	25,701	41,575	15,624	55,137	41,374
NEW HAMPSHIRE														
MANCHESTER - NASHUA	241,209	231,913	19,601	14,934	56,009	32,771	31,335	10,800	16,034	7,573	16,082	6,289	17,361	13,221
NONMETRO PORTION OF STATE	358,887	341,249	28,009	21,284	60,452	21,671	36,970	14,302	20,080	8,458	24,718	11,043	20,986	15,391
TOTAL STATE	765,446	728,480	57,123	42,263	145,738	70,097	86,519	30,053	46,120	18,960	52,852	22,615	48,553	35,976
NEW JERSEY														
ATLANTIC CITY	148,219	139,331	16,240	11,237	36,918	12,924	21,568	9,791	10,534	6,965	11,554	4,050	18,040	15,434
JERSEY CITY	403,257	361,954	56,188	42,786	140,770	19,241	79,586	62,251	36,842	32,295	31,945	18,454	44,656	38,292
LONG BRANCH - ASBURY PARK	466,690	446,498	39,354	30,760	94,276	49,826	53,851	26,397	25,843	17,058	27,366	10,717	46,071	35,717
NEWARK	1,643,137	[illegible],548,343	146,076	110,047	415,082	191,234	206,962	110,099	110,613	81,223	104,308	55,740	195,216	164,255
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	604,009	560,272	52,727	34,787	189,335	113,329	104,016	42,203	44,109	30,546	32,740	10,713	52,312	31,050
PATERSON - CLIFTON - PASSAIC	405,870	393,388	33,995	26,011	152,012	68,162	126,056	53,441	54,268	35,223	32,425	12,665	50,212	33,310
TRENTON	236,501	230,250	18,234	14,735	56,671	30,750	32,279	14,739	15,231	9,254	17,394	9,016	23,443	19,151
VINELAND - MILLVILLE - BRIDGETON	110,263	105,510	9,463	7,032	21,715	6,443	17,083	8,804	7,561	5,440	9,360	3,062	6,196	4,645
NONMETRO PORTION OF STATE	492,486	476,968	44,005	31,915	90,367	33,837	47,035	21,062	22,515	13,458	30,910	15,540	36,212	26,088
TOTAL STATE	5,971,497	5,653,844	559,714	416,088	1,754,969	846,704	971,236	472,370	461,943	310,421	413,548	202,336	667,334	508,372
NEW MEXICO														
ALBUQUERQUE	237,050	218,781	33,030	25,866	74,745	44,564	43,607	16,165	25,199	12,340	29,817	9,873	43,046	34,345
LAS CRUCES	44,247	40,678	3,967	2,619	10,743	3,455	6,691	2,869	3,406	1,907	4,013	1,648	4,979	3,788
△ SANTA FE	54,756	51,613	9,666	8,207	14,507	4,808	9,045	4,276	4,666	2,842	4,079	1,138	4,107	2,619
NONMETRO PORTION OF STATE	445,281	424,623	40,700	29,598	78,512	11,528	49,827	26,453	27,604	17,584	30,890	14,077	40,662	32,406
TOTAL STATE	781,334	735,695	87,363	66,290	178,507	64,355	109,170	49,763	60,875	34,673	68,799	26,736	92,794	73,158
NEW YORK														
ALBANY - SCHENECTADY - TROY	582,618	551,814	57,296	45,230	[illegible]	63,947	77,221	32,986	38,323	21,018	43,519	17,095	53,786	41,313
BINGHAMTON	221,724	217,515	25,689	21,483	41,728	22,128	24,142	9,071	12,938	6,522	17,061	8,461	16,125	13,119
BUFFALO	891,277	[illegible]	105,085	83,932	281,902	154,728	147,392	58,764	70,366	37,286	67,732	27,981	82,140	57,241
ELMIRA	76,704	72,852	9,673	7,660	26,190	15,786	14,623	4,594	6,990	3,670	13,226	4,583	12,647	9,338
△ JAMESTOWN	123,578	120,626	8,626	6,288	23,645	11,922	14,040	5,771	7,109	3,643	7,578	3,077	7,761	5,775
NASSAU - SUFFOLK	2,454,090	2,315,730	175,217	124,228	633,164	356,790	324,198	133,798	157,438	101,899	156,484	80,338	214,073	149,029
△ NEWBURGH - MIDDLETOWN	238,661	233,659	14,588	10,640	34,417	13,807	20,583	9,411	10,559	5,942	12,759	5,892	13,860	11,057
NEW YORK	6,288,481	6,102,658	656,145	527,397	2,237,502	1,097,301	1,162,521	677,681	593,803	422,324	340,751	190,389	723,731	546,038
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	*12,907,609*	*12,359,597*	*1,234,004*	*946,677*	*4,041,547*	*1,989,058*	*2,143,926*	*1,150,154*	*1,065,885*	*746,427*	*770,608*	*407,474*	*1,390,319*	*1,046,737*
POUGHKEEPSIE	187,271	175,942	13,908	10,580	30,141	11,537	14,533	7,476	9,694	6,422	6,643	2,124	12,747	10,507
ROCHESTER	701,608	679,698	81,490	63,114	147,082	86,214	82,121	28,836	36,334	18,115	52,288	25,031	64,772	52,015

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
N.Y. (cont.)														
SYRACUSE	449,071	433,485	45,891	40,238	99,550	51,370	56,464	24,653	29,691	15,861	22,653	7,370	32,483	25,039
UTICA - ROME	203,388	193,251	24,406	21,805	53,992	26,200	30,509	13,049	13,532	7,148	13,394	5,237	15,898	11,773
NONMETRO PORTION OF STATE	1,168,419	1,137,468	112,174	90,264	186,253	77,142	110,488	47,491	55,995	29,977	70,268	31,406	74,749	58,933
TOTAL STATE	12,848,657	12,351,863	1,253,287	993,248	3,468,461	1,843,358	1,947,151	986,768	978,052	638,101	779,995	384,953	1,232,356	922,330
NORTH CAROLINA														
ASHEVILLE	119,911	117,006	13,087	9,657	30,458	18,206	17,353	5,914	10,663	5,174	11,344	2,836	11,995	9,455
BURLINGTON	73,235	72,363	9,867	7,516	19,582	6,671	11,444	6,425	6,755	4,794	5,291	1,841	5,749	5,020
CHARLOTTE - GASTONIA	451,753	412,201	61,133	48,959	151,056	80,985	83,945	32,341	43,878	20,923	43,678	12,909	45,617	34,608
FAYETTEVILLE	84,001	80,983	16,589	11,111	40,311	24,169	24,292	7,408	12,511	4,581	12,808	5,944	18,528	15,661
GREENSBORO - WINSTON-SALEM - HIGH POINT	476,519	444,705	67,800	56,567	141,910	57,027	77,453	38,470	57,036	36,180	42,119	15,072	62,163	53,941
△ KANNAPOLIS - CONCORD - SALISBURY	103,166	98,596	13,937	10,756	30,618	16,132	20,097	6,160	8,645	3,749	9,105	2,749	10,445	8,617
RALEIGH - DURHAM	294,427	285,559	33,951	27,504	101,747	51,691	58,605	27,710	28,459	16,894	33,184	11,128	40,322	33,357
WILMINGTON	89,202	87,608	11,670	9,905	25,458	12,516	16,123	5,754	7,628	4,184	9,146	3,574	12,605	11,239
NONMETRO PORTION OF STATE	1,610,306	1,556,497	231,611	190,988	333,098	91,121	210,451	102,160	103,440	62,134	133,316	56,467	197,684	176,996
TOTAL STATE	3,306,484	3,159,457	459,713	372,963	874,346	358,518	519,823	232,360	279,043	158,623	300,061	112,530	405,168	348,928
NORTH DAKOTA														
BISMARCK	41,529	39,799	5,388	4,379	18,876	11,297	11,505	3,958	5,498	2,201	6,139	1,699	5,694	4,141
FARGO - MOORHEAD	80,535	77,565	7,890	5,913	35,672	15,774	21,916	12,456	10,792	6,123	10,302	4,733	13,099	11,299
GRAND FORKS	53,231	51,013	6,485	5,128	19,646	7,059	13,121	7,178	6,558	3,944	7,338	3,376	8,998	7,726
NONMETRO PORTION OF STATE	188,872	184,059	24,352	20,683	52,687	12,915	36,141	21,167	18,679	11,756	18,127	7,035	20,303	17,149
TOTAL STATE	307,671	297,548	39,445	32,359	117,853	45,621	76,621	40,641	38,540	21,955	37,605	14,710	43,006	35,706
OHIO														
AKRON	443,211	428,284	55,549	36,074	131,283	85,345	70,607	21,778	35,361	19,517	42,330	19,054	47,122	34,075
CANTON	306,037	297,099	42,117	26,331	104,428	43,101	53,175	23,711	28,787	18,553	33,976	18,675	33,392	23,430
CINCINNATI	982,265	916,151	124,709	84,510	285,509	187,428	149,763	45,179	72,281	32,008	77,903	33,451	142,896	110,519
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,176,738*	*1,094,838*	*144,128*	*95,670*	*317,815*	*210,546*	*167,445*	*49,244*	*81,244*	*36,104*	*88,664*	*36,771*	*160,623*	*126,041*
CLEVELAND	1,480,115	1,412,904	196,042	159,866	434,840	261,675	245,872	97,338	110,625	60,730	113,007	37,030	182,655	127,689
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,093,973*	*2,004,905*	*275,387*	*209,601*	*615,856*	*381,858*	*345,607*	*126,726*	*158,114*	*85,871*	*174,235*	*62,846*	*249,602*	*174,963*
COLUMBUS	722,679	682,890	102,419	60,828	258,220	167,722	151,538	46,926	78,089	40,819	73,016	34,547	107,058	73,899
DAYTON	550,736	518,811	61,837	38,387	159,840	107,396	93,858	29,328	40,868	19,234	52,683	26,522	89,015	72,082
HAMILTON - MIDDLETOWN	194,473	178,687	19,419	11,160	32,306	23,118	17,682	4,065	8,963	4,096	10,761	3,320	17,727	15,522
LIMA	132,838	128,811	17,566	10,311	38,625	23,673	23,763	8,264	11,196	5,833	12,171	4,712	13,006	8,167
LORAIN - ELYRIA	170,647	163,717	23,796	13,661	49,733	34,838	29,128	7,610	12,128	5,624	18,898	6,762	19,825	13,199
MANSFIELD	104,796	103,573	10,745	6,269	33,508	24,693	19,515	5,023	8,571	5,033	9,369	2,838	11,315	7,378
△ NEWARK	73,179	70,246	9,549	6,426	15,015	9,594	8,958	2,205	4,450	1,685	5,501	2,236	5,539	4,107
PARKERSBURG - MARIETTA	116,398	114,441	15,673	10,905	33,940	20,860	16,644	4,907	3,307	6,266	11,119	4,735	11,802	9,846
SPRINGFIELD	94,354	92,376	11,281	6,963	27,071	19,032	14,723	3,648	7,389	2,983	8,515	5,377	11,374	9,054
STEUBENVILLE - WEIRTON	110,827	109,903	16,524	11,608	26,159	13,988	16,175	6,587	8,553	5,187	9,902	4,590	12,172	10,126
TOLEDO	549,485	525,795	65,731	46,176	175,461	116,538	100,059	31,648	50,046	23,783	45,238	20,791	65,515	39,866
YOUNGSTOWN - WARREN	326,073	309,415	44,439	30,424	125,223	82,616	68,866	22,947	35,431	17,746	33,397	15,585	55,383	44,375
NONMETRO PORTION OF STATE	1,473,365	1,420,099	168,598	117,424	251,863	118,636	158,074	63,040	87,521	48,180	110,961	55,931	125,615	102,784
TOTAL STATE	7,568,260	7,222,303	948,171	647,930	2,125,194	1,302,148	1,208,322	416,039	594,555	309,352	650,858	289,091	925,003	687,123
OKLAHOMA														
ENID	37,226	35,390	9,609	6,395	17,100	4,500	11,823	7,821	6,586	4,801	5,669	2,834	6,340	5,421
LAWTON	43,767	38,226	4,032	1,641	15,446	5,660	9,774	4,693	4,219	2,273	8,526	3,802	12,096	9,321
OKLAHOMA CITY	572,500	540,745	86,467	54,650	166,120	53,610	109,815	67,116	53,324	33,563	51,574	18,884	84,287	63,025
TULSA	390,603	380,809	77,056	56,479	128,575	38,738	77,407	48,545	46,213	32,101	37,068	14,042	61,819	53,203
NONMETRO PORTION OF STATE	678,570	659,375	105,333	70,876	138,609	21,189	96,474	62,804	53,965	38,570	53,223	22,495	52,326	43,011
TOTAL STATE	1,758,973	1,690,135	286,197	192,751	468,199	123,697	307,524	192,152	165,641	112,338	157,721	63,026	219,265	176,246
OREGON														
EUGENE - SPRINGFIELD	163,282	160,951	18,576	12,400	36,393	20,864	21,132	6,322	13,897	8,544	14,830	5,739	17,916	13,872
PORTLAND	878,889	849,871	73,632	48,107	201,796	88,247	117,571	44,525	72,821	39,519	59,439	34,559	98,084	80,610
SALEM	149,684	147,190	13,883	10,220	35,770	21,842	20,034	6,262	13,759	6,215	11,951	3,622	14,483	8,786
NONMETRO PORTION OF STATE	642,954	603,221	87,615	70,011	100,388	23,664	70,384	13,373	39,450	25,964	48,645	26,892	51,820	43,523
TOTAL STATE	1,721,954	1,651,235	179,211	128,966	355,352	146,734	217,798	96,551	133,069	76,752	129,540	68,031	174,053	140,305
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM - EASTON	484,208	432,081	42,381	32,306	120,992	67,202	65,398	21,915	33,170	17,126	37,581	13,850	44,053	34,698
ALTOONA	94,106	90,172	13,339	11,278	27,831	17,593	15,629	5,169	7,819	3,600	10,113	4,248	9,970	7,005
ERIE	173,216	165,376	18,078	13,609	47,239	27,473	23,595	9,033	13,350	5,908	15,276	7,219	15,447	11,890
HARRISBURG	283,492	275,037	48,174	40,819	99,124	57,381	48,923	18,284	25,569	14,409	30,978	13,515	32,871	19,876
JOHNSTOWN	168,961	161,840	19,667	15,337	43,511	28,906	24,031	6,758	12,835	6,178	17,811	8,924	20,359	16,133
LANCASTER	214,608	203,187	23,044	18,933	65,233	37,223	35,301	11,653	19,825	12,106	19,789	10,549	32,033	23,399
NORTHEAST PENNSYLVANIA	402,933	387,538	52,205	43,984	128,580	75,145	63,222	24,493	35,827	17,855	55,468	18,568	64,231	50,018
PHILADELPHIA	3,476,781	3,315,147	358,990	283,894	1,115,459	539,890	590,172	284,934	289,737	183,771	273,784	160,148	399,123	293,095
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*4,113,827*	*3,933,657*	*434,230*	*348,442*	*1,283,882*	*631,206*	*683,600*	*320,120*	*332,864*	*208,350*	*328,951*	*189,899*	*483,276*	*363,543*
PITTSBURGH	1,434,193	1,367,018	168,602	137,147	537,804	325,727	278,699	103,487	135,391	70,186	120,077	52,712	169,059	119,068
READING	225,119	213,860	24,891	19,712	59,164	39,450	36,387	12,201	15,655	6,703	24,127	11,584	19,601	14,044

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
PA. (cont.)														
WILLIAMSPORT	75,683	70,918	7,528	6,292	18,204	9,924	9,502	2,678	5,678	3,602	9,901	3,897	7,125	5,739
YORK	209,383	199,072	22,064	15,776	69,460	38,310	34,352	12,522	19,033	9,806	23,924	12,044	23,056	15,795
NONMETRO PORTION OF STATE	1,438,595	1,400,838	159,338	132,020	362,347	129,621	273,939	61,352	99,658	49,359	116,982	60,557	134,041	104,085
TOTAL STATE	7,981,590	7,627,591	894,943	726,557	2,406,722	1,219,229	1,350,998	519,819	645,686	364,807	686,667	340,763	871,713	646,221
RHODE ISLAND														
PROVIDENCE - WARWICK - PAWTUCKET	568,986	551,284	59,236	47,200	146,285	75,252	79,705	29,489	35,608	18,689	40,904	19,407	53,288	42,136
NONMETRO PORTION OF STATE	36,667	34,940	4,275	3,308	6,649	2,253	3,762	2,054	1,501	900	2,157	491	3,211	2,627
TOTAL STATE	605,653	586,224	63,511	50,508	152,934	77,505	83,467	31,543	37,109	19,589	43,061	19,898	56,499	44,763
SOUTH CAROLINA														
△ ANDERSON	69,527	66,255	10,078	7,687	28,484	16,775	17,638	4,360	8,049	2,776	9,995	2,550	9,486	7,492
CHARLESTON - NORTH CHARLESTON	295,729	287,808	25,673	17,026	64,761	31,801	45,353	16,603	19,972	10,036	22,148	6,699	26,740	20,115
COLUMBIA	217,692	204,379	23,280	15,578	69,081	41,730	39,988	15,790	20,192	9,435	24,396	7,849	29,122	22,844
GREENVILLE - SPARTANBURG	369,554	353,915	40,758	32,287	90,856	40,629	56,568	24,806	31,777	18,634	30,235	15,654	41,208	36,446
NONMETRO PORTION OF STATE	793,847	775,024	95,744	76,693	163,001	28,694	100,984	51,148	52,461	32,569	64,405	30,332	100,146	89,139
TOTAL STATE	1,803,157	1,743,361	201,961	154,658	425,974	160,547	266,496	117,092	136,252	76,418	153,845	63,959	210,413	179,132
SOUTH DAKOTA														
RAPID CITY	62,136	59,403	6,792	4,934	18,179	9,404	11,558	4,275	6,431	2,409	8,145	4,127	8,793	7,548
SIOUX FALLS	62,715	60,360	8,048	6,874	25,801	13,947	17,548	9,706	7,375	4,054	7,875	2,181	5,325	3,623
NONMETRO PORTION OF STATE	224,195	217,082	33,255	26,077	47,517	9,167	33,593	19,492	18,232	10,991	19,908	10,411	22,121	19,033
TOTAL STATE	349,046	336,845	48,095	37,885	91,497	32,518	62,691	33,467	32,038	17,454	35,928	16,719	36,239	30,204
TENNESSEE														
CHATTANOOGA	334,910	320,415	38,036	31,191	82,241	48,812	46,353	17,426	24,527	10,680	22,394	6,246	28,978	22,416
CLARKSVILLE - HOPKINSVILLE	85,466	81,115	12,159	9,003	26,269	15,242	15,934	4,354	7,513	2,818	9,553	2,887	8,143	6,353
△ JACKSON	48,203	45,420	7,940	5,684	19,526	10,738	11,965	4,376	6,035	2,733	6,806	1,977	5,722	4,659
JOHNSON CITY - KINGSPORT - BRISTOL	284,298	274,024	32,639	22,925	66,990	37,330	42,275	13,914	20,410	9,345	26,690	7,463	29,015	24,105
KNOXVILLE	348,010	340,299	40,880	31,898	96,078	63,841	58,690	21,155	28,343	11,607	29,166	9,883	32,740	22,982
MEMPHIS	653,265	615,835	67,127	45,360	198,483	102,041	116,069	46,985	61,363	30,675	59,974	22,139	86,531	67,811
NASHVILLE-DAVIDSON	549,012	533,329	66,196	50,194	190,645	101,953	105,161	50,378	58,047	32,655	51,990	14,769	56,124	38,768
NONMETRO PORTION OF STATE	910,327	888,918	107,813	84,506	135,492	29,481	85,762	44,904	46,122	28,037	64,371	24,727	68,079	58,262
TOTAL STATE	3,000,994	2,894,256	348,710	261,503	784,733	399,673	462,498	194,923	242,735	122,936	258,103	86,103	299,729	232,488
TEXAS														
ABILENE	86,885	83,427	13,151	9,853	39,683	21,138	20,692	13,486	11,951	7,477	13,512	5,009	11,789	9,005
AMARILLO	132,793	128,787	20,830	13,095	45,491	16,016	27,951	16,304	14,388	9,227	13,231	4,026	19,523	15,565
AUSTIN	356,720	351,350	35,755	28,841	93,347	30,945	56,954	33,307	34,220	25,010	39,449	18,032	38,479	29,383
BEAUMONT - PORT ARTHUR - ORANGE	309,136	298,094	50,198	27,742	76,273	26,137	45,774	24,377	29,027	19,712	29,664	12,038	22,164	16,300
BROWNSVILLE - HARLINGEN - SAN BENITO	123,037	111,589	13,394	6,860	49,955	12,372	30,229	20,391	11,219	7,792	14,429	4,703	10,480	8,427
BRYAN - COLLEGE STATION	72,651	72,012	11,869	6,198	16,602	4,774	8,909	4,914	5,156	3,860	4,536	[illegible]	6,243	5,225
CORPUS CHRISTI	247,604	242,229	32,967	25,219	62,508	25,574	39,446	18,470	24,968	17,572	22,623	6,306	24,058	18,200
DALLAS - FORT WORTH	1,973,488	1,905,863	289,739	217,984	624,002	300,168	366,435	170,552	194,685	109,164	183,925	66,800	240,860	181,914
EL PASO	289,340	253,410	29,533	19,957	116,267	52,166	63,053	26,082	32,624	15,824	29,870	12,166	43,619	35,579
GALVESTON - TEXAS CITY	161,733	152,139	29,163	19,904	35,707	17,358	22,019	10,884	11,356	5,291	13,060	3,052	12,282	9,445
HOUSTON	2,426,488	2,292,488	354,322	200,172	748,045	441,555	454,092	173,219	232,425	121,688	222,307	76,666	305,848	222,635
HOUSTON - GALVESTON CONSOLIDATED AREA	*2,588,221*	*2,444,627*	*383,485*	*220,076*	*783,752*	*458,913*	*476,111*	*184,103*	*243,781*	*126,979*	*235,367*	*79,718*	*318,130*	*232,080*
KILLEEN - TEMPLE	137,621	134,329	9,904	5,690	28,502	4,703	18,216	9,335	8,794	5,445	14,527	3,501	12,924	8,660
LAREDO	84,237	83,392	8,024	4,847	58,430	9,846	35,752	27,382	14,159	8,491	10,650	2,101	7,396	6,519
LONGVIEW - MARSHALL	119,448	114,310	22,620	18,533	38,751	9,130	24,831	16,014	11,346	7,945	13,414	5,802	12,284	9,925
LUBBOCK	148,000	142,554	18,123	12,401	51,896	27,180	30,661	13,609	17,393	9,707	11,524	4,087	16,124	11,334
MCALLEN - PHARR - EDINBURG	132,121	108,433	15,637	12,451	52,719	20,835	34,337	16,810	12,512	6,048	16,007	5,489	15,237	11,776
MIDLAND	64,629	47,498	12,236	5,995	28,828	4,950	14,641	9,181	9,148	7,729	5,722	1,438	6,560	4,257
ODESSA	99,336	82,377	11,177	5,595	27,999	11,874	17,239	5,819	8,969	4,838	7,839	2,071	12,600	9,762
SAN ANGELO	41,585	38,858	11,196	5,783	15,488	5,907	9,509	5,006	5,444	3,252	5,220	1,946	6,753	5,500
SAN ANTONIO	708,186	666,573	63,325	44,048	206,780	112,373	126,657	48,168	60,819	29,674	70,432	20,342	86,672	63,274
SHERMAN - DENISON	70,942	69,103	10,621	8,845	16,101	11,988	15,230	7,540	8,205	5,788	9,372	3,057	7,627	5,187
TEXARKANA	86,194	84,632	9,647	7,956	21,891	5,791	12,921	9,093	8,732	6,930	6,958	2,478	6,587	4,942
TYLER	94,453	92,501	14,047	11,978	33,983	10,710	19,453	12,524	12,495	9,222	10,112	3,015	10,399	7,956
△ VICTORIA	42,314	39,879	5,731	4,288	13,402	5,033	8,513	4,383	3,741	2,175	4,693	1,626	3,768	2,780
WACO	121,580	118,908	10,213	5,911	42,135	24,141	22,201	5,394	12,969	7,198	10,750	4,096	9,917	6,971
WICHITA FALLS	99,336	96,580	14,686	9,849	35,950	18,233	21,000	9,972	11,086	6,632	11,380	4,205	13,338	10,361
NONMETRO PORTION OF STATE	1,689,234	1,639,359	216,415	168,915	289,721	23,531	185,031	125,823	86,579	62,398	121,060	49,910	105,645	85,344
TOTAL STATE	9,882,436	9,414,492	1,331,244	906,292	2,870,723	1,253,436	1,729,566	832,667	889,930	521,995	914,431	324,511	1,067,444	804,929
UTAH														
PROVO - OREM	104,569	101,710	16,773	14,159	18,407	5,195	13,352	5,366	6,494	2,862	7,764	3,340	9,564	8,143
SALT LAKE CITY - OGDEN	605,250	585,772	81,424	70,701	160,584	97,294	97,974	33,602	51,330	20,911	41,033	17,122	76,773	66,197
NONMETRO PORTION OF STATE	143,783	138,081	19,859	16,709	20,425	3,053	16,033	6,982	7,142	3,059	8,677	3,424	9,517	7,708
TOTAL STATE	853,602	825,563	118,056	101,569	199,416	105,542	127,360	45,950	64,966	26,832	57,474	23,886	95,854	82,048

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

TATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
VERMONT														
△ BURLINGTON	93,104	89,900	7,012	4,337	19,565	8,902	12,583	5,587	5,946	3,073	8,296	4,363	8,474	6,712
NONMETRO PORTION OF STATE	321,658	312,891	25,238	18,079	35,695	9,866	22,416	10,244	11,269	5,638	20,711	10,808	20,316	16,616
TOTAL STATE	414,762	402,791	32,250	22,416	55,260	18,768	34,999	15,831	17,215	8,711	29,007	15,171	28,790	23,328
VIRGINIA														
△ DANVILLE	61,624	58,156	9,990	8,155	22,601	14,659	13,625	3,492	6,243	2,087	5,809	1,604	6,478	4,719
LYNCHBURG	99,346	96,477	15,703	14,063	29,241	17,777	16,186	3,490	8,722	2,907	9,972	3,824	10,914	9,180
NEWPORT NEWS - HAMPTON	219,087	205,281	35,575	28,330	56,283	26,612	40,208	18,518	19,217	11,782	24,826	8,114	24,709	16,788
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	456,884	434,168	90,269	71,506	143,386	70,298	90,427	49,606	41,481	27,581	52,455	18,263	71,273	57,086
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	88,093	86,119	15,521	13,796	26,558	12,613	14,906	5,919	7,992	4,300	7,046	1,899	8,936	7,020
RICHMOND	399,601	389,863	86,074	70,931	132,114	69,423	68,718	31,065	34,104	18,782	35,877	11,800	61,494	49,596
ROANOKE	156,787	153,868	26,430	22,782	61,626	21,492	34,842	15,423	50,793	11,145	17,637	7,330	23,130	19,048
NONMETRO PORTION OF STATE	1,009,870	977,436	131,697	105,602	168,611	55,199	103,843	42,384	52,293	25,318	72,626	28,611	101,602	84,111
TOTAL STATE	3,331,470	3,197,224	589,218	485,547	877,805	411,382	512,735	226,094	285,077	142,673	282,542	104,205	428,049	337,185
WASHINGTON														
△ BREMERTON	86,434	84,444	16,408	14,016	14,787	8,010	9,342	3,044	4,484	1,835	7,353	3,385	9,392	7,557
△ OLYMPIA	75,818	73,855	10,384	7,977	15,139	8,690	9,536	2,956	4,542	1,786	7,116	3,142	8,900	7,024
RICHLAND - KENNEWICK - PASCO	93,048	87,348	16,176	10,968	25,410	10,709	16,621	8,565	7,949	4,134	6,819	3,294	9,404	5,586
SEATTLE - EVERETT	1,410,020	1,379,991	155,789	111,040	364,689	157,771	208,610	98,219	119,566	75,283	89,785	30,773	140,926	97,893
SEATTLE - TACOMA CONSOLIDATED AREA	*1,664,108*	*1,629,226*	*190,077*	*133,317*	*450,225*	*206,397*	*257,216*	*114,163*	*147,733*	*88,613*	*117,543*	*41,473*	*172,342*	*117,505*
SPOKANE	203,581	197,552	36,388	29,695	63,361	37,243	37,511	15,426	20,281	11,671	19,501	8,075	33,515	28,516
TACOMA	254,088	249,235	34,288	22,277	85,536	48,626	48,606	15,944	28,167	13,330	27,758	10,700	31,416	19,612
YAKIMA	110,693	108,151	16,835	11,968	32,085	13,907	19,476	10,592	12,014	7,984	9,512	3,398	8,756	6,202
NONMETRO PORTION OF STATE	586,124	574,016	85,536	69,981	104,050	32,846	67,806	37,974	35,709	22,925	40,127	17,424	48,594	38,908
TOTAL STATE	2,932,661	2,864,590	386,299	289,694	724,052	325,685	428,831	196,651	239,570	142,438	213,296	82,972	299,153	217,784
WEST VIRGINIA														
CHARLESTON	162,103	158,434	23,001	18,093	49,040	26,477	27,947	15,724	14,656	8,451	19,415	7,996	18,716	14,136
HUNTINGTON - ASHLAND	224,906	221,432	28,751	21,906	62,134	29,082	32,038	11,836	17,553	10,405	20,088	9,849	22,005	19,103
PARKERSBURG - MARIETTA	116,398	114,441	15,673	10,905	33,940	20,860	16,644	4,907	10,307	6,206	11,119	4,735	11,802	9,846
STEUBENVILLE - WEIRTON	110,827	109,903	16,524	11,608	26,159	13,988	16,175	6,587	8,553	5,187	9,902	4,590	12,172	10,126
WHEELING	146,302	142,107	16,566	8,408	40,936	18,890	22,149	10,113	10,731	6,426	14,594	8,960	21,866	19,952
NONMETRO PORTION OF STATE	689,127	669,250	95,672	75,986	152,316	40,657	88,133	37,634	44,793	23,157	59,111	29,917	77,302	62,603
TOTAL STATE	1,132,713	1,103,246	157,166	119,405	291,212	112,521	163,020	71,728	85,015	47,167	110,364	55,210	136,622	112,774
WISCONSIN														
APPLETON - OSHKOSH	202,096	190,556	17,976	13,840	49,200	34,481	27,744	6,856	13,243	4,075	17,422	7,193	18,097	10,946
DULUTH - SUPERIOR	174,599	162,612	20,211	13,535	96,265	37,816	46,764	15,754	16,740	7,972	19,594	6,916	18,714	12,617
EAU CLAIRE	92,071	82,795	8,700	6,870	16,245	994	12,225	3,819	6,397	2,348	9,303	4,654	9,103	7,255
GREEN BAY	111,955	101,946	8,326	6,008	30,984	20,992	18,042	4,598	9,332	3,593	12,087	4,664	14,182	9,893
JANESVILLE - BELOIT	106,737	97,571	9,588	7,525	16,726	1,708	16,972	4,147	8,042	2,551	10,149	3,933	8,795	6,129
KENOSHA	81,603	78,246	8,879	6,090	17,664	11,800	10,957	3,265	4,278	1,875	7,382	3,355	6,630	4,755
LA CROSSE	64,212	61,843	7,581	5,514	24,676	14,558	13,165	5,770	7,032	3,083	9,122	4,414	7,832	6,664
MADISON	248,985	221,296	23,823	19,235	71,793	44,922	42,075	18,056	21,042	11,069	16,406	6,997	20,101	12,052
△ MANITOWOC - TWO RIVERS	44,194	39,510	5,734	4,830	7,542	615	6,508	1,623	3,217	998	5,005	2,518	4,954	3,923
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,126,255*	*1,052,569*	*118,442*	*90,228*	*339,687*	*221,656*	*194,439*	*63,538*	*100,042*	*51,669*	*99,450*	*41,92[illegible]*	*155,891*	*114,841*
MILWAUKEE	998,263	927,735	105,765	81,747	313,587	206,662	176,943	56,758	88,968	43,964	88,223	37,244	140,132	101,438
RACINE	127,992	12[illegible],834	12,677	8,481	26,100	14,994	17,496	6,780	11,074	7,705	11,227	4,682	15,759	13,403
△ SHEBOYGAN	61,404	54,954	5,999	4,585	10,407	1,470	13,100	2,624	5,833	1,613	6,700	1,950	5,158	3,039
△ WAUSAU	59,144	52,454	4,855	3,513	11,892	1,056	11,590	3,609	5,656	2,219	7,334	3,464	7,055	5,398
NONMETRO PORTION OF STATE	1,017,187	936,619	75,521	59,218	156,839	3,215	77,073	34,784	48,219	21,410	60,932	27,445	54,054	42,763
TOTAL STATE	3,263,265	3,014,229	302,034	233,029	766,482	358,342	449,970	155,099	234,479	107,818	264,638	113,792	315,351	230,466
WYOMING														
△ CHEYENNE	34,255	31,853	6,143	4,673	13,017	5,692	7,938	3,295	4,210	2,049	4,553	1,956	3,629	2,430
NONMETRO PORTION OF STATE	214,467	204,479	30,061	21,962	52,411	9,191	34,479	19,682	18,641	12,243	18,271	9,724	15,681	12,086
TOTAL STATE	248,722	236,332	36,204	26,635	65,428	14,883	42,417	22,977	22,851	14,292	22,824	11,680	19,310	14,516

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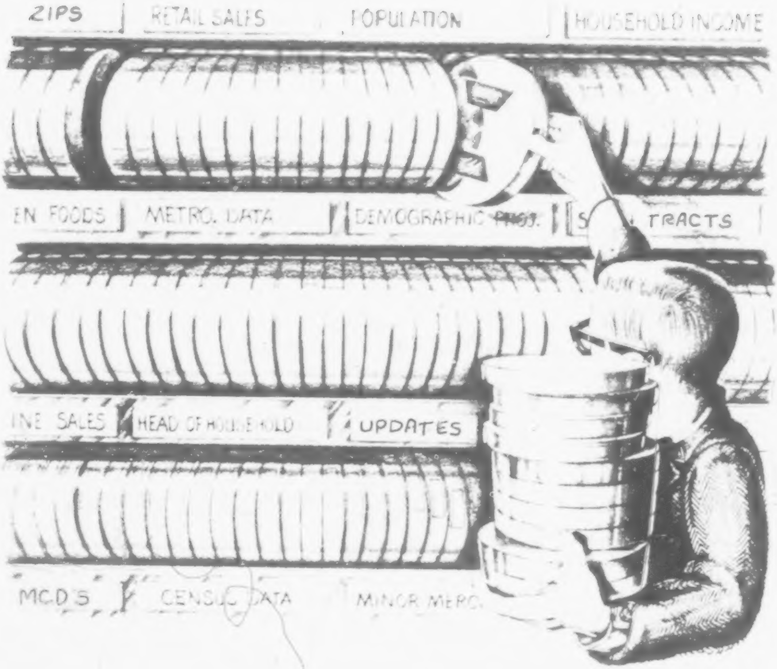
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Section C

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Projections of U.S. Metropolitan Markets to 1983

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ALABAMA															
ANNISTON	**115.6**	**118.5**	**2.5**	**41.8**	**8.6**	**902,767**	**59.3**	**14,723**	**21,597**	**462,904**	**40.3**	**8,568**	**11,074**	**.0424**	**.0406**
Calhoun	115.6	118.5	2.5	41.8	8.6	902,767	59.3	14,723	21,597	462,904	40.3	8,568	11,074	.0424	.0406
BIRMINGHAM	**820.8**	**866.0**	**5.5**	**319.5**	**11.3**	**8,820,136**	**72.1**	**17,853**	**27,606**	**6,067,630**	**69.6**	**12,467**	**18,991**	**.3841**	**.4072**
Jefferson	658.2	681.1	3.5	253.9	9.4	7,225,454	68.4	18,497	28,458	5,293,158	68.1	13,572	20,847	.3245	.3386
St. Clair	37.4	42.8	14.4	15.0	20.0	297,981	81.4	13,142	19,865	144,487	74.4	6,629	9,632	.0122	.0135
Shelby	57.8	70.5	22.0	24.1	28.2	693,403	109.0	17,649	28,772	231,429	93.2	6,371	9,603	.0212	.0266
Walker	67.4	71.6	6.2	26.5	11.8	603,298	79.3	14,197	22,766	398,556	75.9	9,563	15,040	.0262	.0285
FLORENCE	**128.0**	**131.6**	**2.8**	**49.0**	**9.9**	**1,040,475**	**58.8**	**14,691**	**21,234**	**744,326**	**55.1**	**10,761**	**15,190**	**.0521**	**.0513**
Colbert	51.8	49.0	-5.4	18.5	2.2	448,892	57.2	15,780	24,264	298,084	47.6	11,157	16,113	.0221	.0209
Lauderdale	76.2	82.6	8.4	30.5	15.1	591,583	60.1	13,947	19,396	446,242	60.5	10,491	14,631	.0300	.0304
GADSDEN	**98.6**	**100.7**	**2.1**	**37.1**	**6.9**	**697,868**	**49.5**	**13,451**	**18,810**	**552,585**	**31.5**	**12,109**	**14,894**	**.0406**	**.0366**
Etowah	98.6	100.7	2.1	37.1	6.9	697,868	49.5	13,451	18,810	552,585	31.5	12,109	14,894	.0406	.0366

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Guide to using S&MM'S U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1970 Census of Population and Housing, and incorporating the annual tabulations of the Federal-State Cooperative Program for Population Estimates, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1983 population** is based upon expected trends in births, deaths, outmigration, and inmigration. An explanation of the methodology behind S&MM's population projections will be found on page 22.

2 **Percent change** between 12/31/78 and 12/31/83, with 1978 as the base year. A minus sign indicates a decline.

3 **Households** are units made up of families or unrelated individuals occupying a house, apartment or other group of rooms, or a room regarded as a housing unit under the rules of the 1970 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 **Percent change** between 12/31/78 and 12/31/83 with 1978 as the base year. A minus sign indicates a decline.

5 **Effective Buying Income (EBI)**, a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military, diplomatic, and business personnel stationed overseas to arrive at Effective Buying Income. An explanation of the methodology behind S&MM's EBI projection will be found on page 23.

6 **Percent change** between 1978 and 1983, with 1978 as the base year, of a market's total EBI. A minus sign indicates a decline in EBI.

7 **Average Household Effective Buying Income (EBI)** is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the actual household population in the area.

8 **Total retail sales** are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Sales taxes collected from the customer and receipts from repairs and other services are also included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases by nonhousehold units such as businesses and by inhabitants of group quarters. An explanation of the methodology behind S&MM's retail sales projections will be found on page 27.

9 **Percent change** between 1978 and 1983, with 1978 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 **Retail Sales Per Household** is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1979 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NEW ENGLAND	**12,343.6**	**12,849.7**	**4.1**	**4,717.7**	**10.4**	**128,953,332**	**53.8**	**19,629**	**27,334**	**69,913,432**	**54.3**	**10,607**	**14,819**	**5.6993**	**5.5254**
Connecticut	3,137.9	3,228.8	2.9	1,188.4	9.0	35,683,659	49.1	21,953	30,027	17,145,784	49.1	10,553	14,428	1.5386	1.4490
Maine	1,100.0	1,169.6	6.3	420.4	12.0	9,835,938	64.0	15,973	23,397	6,114,418	52.7	10,667	14,544	.4554	.4563
Massachusetts	5,802.1	6,007.4	3.5	2,225.5	10.2	60,154,383	51.4	19,660	27,030	32,716,906	54.6	10,476	14,701	2.6841	2.5810
New Hampshire	875.7	950.1	8.5	336.0	13.5	9,225,102	68.6	18,488	27,456	6,086,628	63.5	12,573	18,115	.4064	.4234
Rhode Island	935.7	972.3	3.9	353.9	10.4	9,831,160	62.0	18,923	27,779	5,080,291	64.0	9,656	14,355	.4097	.4148
Vermont	492.2	521.5	6.0	193.5	13.8	4,223,090	57.5	15,762	21,825	2,769,405	51.3	10,762	14,312	.2051	.2009
MIDDLE ATLANTIC	**37,099.2**	**37,673.0**	**1.5**	**14,038.4**	**6.9**	**390,160,405**	**51.9**	**19,558**	**27,792**	**192,737,887**	**53.4**	**9,568**	**13,729**	**16.9069**	**16.1726**
New Jersey	7,343.2	7,584.3	3.3	2,675.7	7.9	88,516,861	58.2	22,568	33,082	42,758,988	53.2	11,258	15,980	3.6362	3.5631
New York	17,938.7	18,104.5	.9	6,924.4	6.3	180,323,294	46.1	18,938	26,042	85,959,042	51.9	8,686	12,414	7.9942	7.4615
Pennsylvania	11,817.3	11,984.2	1.4	4,438.3	7.3	121,320,250	56.5	18,732	27,335	64,019,857	55.6	9,943	14,424	5.2765	5.1480
EAST NORTH CENTRAL	**41,321.1**	**42,086.5**	**1.9**	**15,292.7**	**7.8**	**443,894,082**	**56.6**	**19,989**	**29,027**	**228,756,529**	**42.7**	**11,307**	**14,959**	**19.4885**	**18.5552**
Illinois	11,289.4	11,525.5	2.1	4,266.6	7.9	130,171,626	58.0	20,843	30,509	65,185,768	42.8	11,546	15,278	5.5643	5.3261
Indiana	5,361.4	5,414.6	1.0	1,942.7	6.4	53,395,663	53.5	19,049	27,485	29,168,434	39.6	11,446	15,014	2.4623	2.3012
Michigan	9,201.3	9,387.8	2.0	3,380.6	9.2	101,991,536	58.3	20,813	30,170	50,827,708	42.9	11,486	15,035	4.3805	4.1983
Ohio	10,769.0	10,828.8	.6	3,922.2	5.9	107,977,668	51.6	19,232	27,530	55,924,436	36.9	11,035	14,258	4.9529	4.5713
Wisconsin	4,700.0	4,929.8	4.9	1,780.6	11.1	50,357,589	64.5	19,112	28,281	27,650,183	59.2	10,842	15,529	2.1285	2.1583
WEST NORTH CENTRAL	**17,130.4**	**17,688.4**	**3.3**	**6,568.8**	**9.1**	**168,883,264**	**57.3**	**17,824**	**25,710**	**94,143,600**	**49.1**	**10,482**	**14,332**	**7.6039**	**7.3712**
Iowa	2,917.2	2,985.7	2.3	1,105.1	7.8	29,954,981	59.5	18,325	27,106	15,618,551	51.2	10,076	14,133	1.2968	1.2690
Kansas	2,366.0	2,432.5	2.8	926.0	8.2	24,477,558	58.4	18,052	26,434	13,437,057	49.8	10,476	14,511	1.0812	1.0521
Minnesota	4,040.7	4,234.1	4.8	1,544.9	11.6	39,918,830	56.0	18,492	25,839	22,610,945	49.1	10,957	14,636	1.8128	1.7553
Missouri	4,859.8	4,958.2	2.0	1,868.6	7.6	47,693,624	58.0	17,380	25,524	27,157,226	47.9	10,572	14,533	2.1642	2.0918
Nebraska	1,583.0	1,663.7	5.1	618.8	10.0	15,296,772	55.3	17,500	24,720	8,298,250	43.7	10,262	13,410	.6979	.6677
North Dakota	660.9	689.5	4.3	242.7	10.9	5,921,907	59.3	16,989	24,400	3,579,034	53.1	10,682	14,747	.2748	.2709
South Dakota	702.8	724.7	3.1	262.7	9.5	5,619,592	48.7	15,752	21,392	3,442,537	56.2	9,185	13,104	.2762	.2644
SOUTH ATLANTIC	**34,981.7**	**37,992.4**	**8.6**	**14,023.2**	**15.1**	**361,711,112**	**70.1**	**17,448**	**25,794**	**217,504,417**	**68.2**	**10,613**	**15,510**	**15.3257**	**16.1685**
Delaware	587.3	607.9	3.5	221.5	9.8	6,342,899	56.3	20,112	28,636	3,746,473	57.1	11,819	16,914	.2820	.2769
District of Columbia	677.5	660.4	−2.5	299.0	7.0	8,535,103	46.4	20,859	28,545	3,781,640	53.9	8,792	12,648	.3542	.3295
Florida	8,766.4	10,117.1	15.4	4,092.0	22.3	99,545,015	81.5	16,393	24,327	69,897,004	72.5	12,113	17,081	4.2003	4.6555
Georgia	5,110.6	5,519.4	8.0	1,926.2	13.4	48,687,895	67.8	17,090	25,277	29,555,932	61.9	10,752	15,344	2.1430	2.2180
Maryland	4,185.2	4,449.6	6.3	1,614.2	13.7	45,399,994	61.1	19,851	28,125	24,056,221	59.5	10,624	14,903	1.9133	1.9257
North Carolina	5,627.1	5,992.8	6.5	2,154.4	13.3	53,916,946	70.2	16,664	25,026	31,955,896	77.6	9,463	14,833	2.2728	2.4278
South Carolina	2,934.8	3,146.2	7.2	1,058.0	13.3	26,633,506	72.7	16,519	25,173	15,423,452	66.9	9,898	14,578	1.1418	1.2068
Virginia	5,210.3	5,556.1	6.6	1,957.1	11.6	54,930,654	66.2	18,846	28,067	29,292,684	66.3	10,041	14,967	2.2684	2.3494
West Virginia	1,882.5	1,942.9	3.2	700.8	7.3	17,719,100	68.1	16,143	25,284	9,795,115	69.2	8,[illegible]	13,977	.7499	.7789
EAST SOUTH CENTRAL	**14,093.2**	**14,912.4**	**5.8**	**5,293.9**	**11.5**	**129,273,756**	**71.1**	**15,921**	**24,419**	**77,932,840**	**63.6**	**10,035**	[illegible]	**5.6550**	**5.8988**
Alabama	3,770.1	3,981.6	5.6	1,416.1	11.6	34,226,678	71.2	15,763	24,170	20,756,824	62.7	10,055	14,358	1.5056	1.5673
Kentucky	3,524.2	3,750.0	6.4	1,307.4	10.7	33,629,339	70.8	16,683	25,722	18,846,468	63.9	9,742	14,415	1.4266	1.4899
Mississippi	2,418.2	2,535.7	4.9	855.2	10.4	19,954,482	69.8	15,166	23,333	12,186,415	58.9	9,897	14,250	.9094	.9343
Tennessee	4,380.7	4,642.1	6.0	1,715.2	12.6	41,463,257	71.8	15,845	24,174	26,143,133	66.4	10,316	14,242	1.8134	1.9069
WEST SOUTH CENTRAL	**22,278.6**	**23,969.0**	**7.6**	**8,645.8**	**13.1**	**236,565,155**	**73.3**	**17,865**	**27,362**	**139,566,080**	**62.3**	**11,253**	**16,143**	**9.9235**	**10.4354**
Arkansas	2,194.5	2,336.6	6.5	863.2	12.2	20,779,308	76.2	15,335	24,072	12,821,263	74.3	9,562	14,853	.8793	.9498
Louisiana	3,986.2	4,164.2	4.5	1,434.9	11.1	38,133,911	69.5	17,420	26,576	21,887,083	68.3	10,069	15,253	1.6212	1.6938
Oklahoma	2,926.7	3,112.2	6.3	1,218.0	12.8	29,407,915	69.8	16,044	24,144	17,344,726	64.1	9,788	14,240	1.2558	1.3086
Texas	13,171.2	14,356.0	9.0	5,129.7	14.0	148,244,021	74.6	18,862	28,899	87,513,008	58.9	12,233	17,060	6.1672	6.4832
MOUNTAIN	**10,460.9**	**11,660.1**	**11.5**	**4,266.6**	**18.7**	**109,782,878**	**72.6**	**17,706**	**25,731**	**69,234,179**	**75.0**	**11,010**	**16,227**	**4.6133**	**4.9939**
Arizona	2,418.2	2,786.7	15.2	1,020.7	22.9	26,096,897	77.0	17,753	25,568	17,232,645	86.6	11,116	16,883	1.0711	1.2066
Colorado	2,710.3	3,011.5	11.1	1,160.5	19.5	30,545,207	72.8	18,197	26,321	19,301,313	76.0	11,294	16,632	1.2631	1.3703
Idaho	892.0	975.8	9.4	346.0	14.3	8,662,895	74.5	16,398	25,037	5,137,448	68.2	10,093	14,848	.3656	.3913
Montana	783.8	839.3	7.1	321.7	15.7	7,070,425	63.1	15,591	21,978	4,352,232	65.4	9,463	13,529	.3184	.3267
Nevada	668.0	757.2	13.4	293.8	19.4	8,521,775	72.0	20,145	29,005	5,231,154	72.8	12,306	17,805	.3440	.3714
New Mexico	1,229.7	1,349.5	9.7	481.0	17.4	11,144,010	65.5	16,438	23,168	7,299,217	64.1	10,856	15,175	.5090	.5277
Utah	1,321.3	1,464.4	10.8	465.4	16.0	12,651,713	74.1	18,112	27,185	7,925,730	72.8	11,433	17,030	.5410	.5847
Wyoming	437.6	475.7	8.7	177.5	15.6	5,089,956	73.0	19,169	28,676	2,754,440	71.1	10,487	15,518	.2011	.2152
PACIFIC	**30,059.8**	**32,159.7**	**7.0**	**12,691.2**	**14.1**	**354,686,490**	**61.5**	**19,736**	**27,947**	**190,469,668**	**58.1**	**10,828**	**15,008**	**14.7839**	**14.8790**
Alaska	427.8	492.8	15.2	149.0	20.7	6,361,409	78.6	28,859	42,694	3,295,608	63.2	16,360	22,118	.2366	.2568
California	22,482.0	24,052.1	7.0	9,636.5	14.0	267,046,764	60.0	19,754	27,712	143,791,814	57.0	10,840	14,922	11.2058	11.1976
Hawaii	911.5	999.2	9.6	311.7	17.2	10,440,086	68.9	23,244	33,494	5,764,379	70.9	12,683	18,493	.4214	.4462
Oregon	2,462.3	2,663.4	8.2	1,050.2	15.5	27,119,408	71.2	17,426	25,823	15,192,414	79.4	9,318	14,466	1.0850	1.1701
Washington	3,776.2	3,952.2	4.7	1,543.8	12.0	43,718,823	61.5	19,653	28,319	22,425,453	49.4	10,897	14,526	1.8351	1.8083
TOTAL UNITED STATES	**219,768.5**	**230,991.2**	**5.1**	**85,538.3**	**11.2**	**2,323,910,474**	**61.4**	**18,718**	**27,168**	**1,280,258,632**	**56.6**	**10,630**	**14,967**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ALA. (cont.)															
HUNTSVILLE	295.4	302.2	2.3	103.2	7.8	2,718,145	57.4	18,049	26,339	1,779,331	52.6	12,184	17,242	.1297	.1264
Limestone	45.4	47.2	4.0	15.6	9.1	382,046	70.1	15,704	24,490	199,615	61.7	8,634	12,796	.0164	.0171
Madison	188.4	189.2	.4	62.5	5.4	1,647,642	44.8	19,193	26,362	1,098,541	40.6	13,178	17,577	.0854	.0776
Marshall	61.6	65.8	6.8	25.1	13.6	688,457	88.8	16,498	27,429	481,175	84.2	11,818	19,170	.0279	.0317
MOBILE	436.9	471.8	8.0	158.8	13.3	4,031,681	73.0	16,637	25,388	2,511,558	66.1	10,795	15,816	.1762	.1866
Baldwin	73.1	82.4	12.7	29.5	19.9	742,316	87.2	16,121	25,163	357,547	76.1	8,255	12,120	.0280	.0315
Mobile	363.8	389.4	7.0	129.3	11.9	3,289,365	70.1	16,747	25,440	2,154,011	64.5	11,336	16,659	.1482	.1551
MONTGOMERY	259.4	280.7	8.2	96.5	13.8	2,777,673	79.9	18,203	28,784	1,574,791	51.5	12,256	16,319	.1153	.1209
Autauga	29.8	31.7	6.4	10.6	15.2	302,363	87.6	17,521	28,525	113,224	63.2	7,540	10,682	.0108	.0119
Elmore	40.5	42.8	5.7	14.3	10.9	332,051	73.1	14,870	23,220	102,661	59.2	4,998	7,179	.0127	.0132
Montgomery	189.1	206.2	9.0	71.6	14.2	2,143,259	80.0	18,989	29,934	1,358,906	50.1	14,441	18,979	.0918	.0958
TUSCALOOSA	129.3	139.7	8.0	44.8	12.6	1,256,956	79.8	17,560	28,057	822,736	78.8	11,560	18,365	.0529	.0584
Tuscaloosa	129.3	139.7	8.0	44.8	12.6	1,256,956	79.8	17,560	28,057	822,736	78.8	11,560	18,365	.0529	.0584
TOTAL METRO COUNTIES	2,330.8	2,45° 8	5.5	866.6	11.1	22,593,463	69.6	17,074	26,071	14,696,160	61.6	11,656	16,958	1.0087	1.0437
TOTAL STATE	3,770.1	3,981.6	5.6	1,416.1	11.6	34,226,678	71.2	15,763	24,170	20,756,824	62.7	10,055	14,658	1.5056	1.5675
ALASKA															
ANCHORAGE	186.7	221.6	18.7	74.4	26.3	3,229,377	95.7	28,023	43,406	2,011,359	70.9	19,976	27,034	.1175	.1358
Anchorage	186.7	221.6	18.7	74.4	26.3	3,229,377	95.7	28,023	43,406	2,011,359	70.9	19,976	27,034	.1175	.1358
TOTAL METRO COUNTIES	186.7	221.6	18.7	74.4	26.3	3,229,377	95.7	28,023	43,406	2,011,359	70.9	19,976	27,034	.1175	.1358
TOTAL STATE	427.8	492.8	15.2	149.0	20.7	6,361,409	78.6	28,859	42,694	3,295,608	63.2	16,360	22,118	.2366	.2568
ARIZONA															
PHOENIX	1,340.2	1,550.9	15.7	586.6	24.1	16,024,412	79.2	18,925	27,317	10,472,770	91.3	11,585	17,853	.6335	.7245
Maricopa	1,340.2	1,550.9	15.7	586.6	24.1	16,024,412	79.2	18,925	27,317	10,472,770	91.3	11,585	17,853	.6335	.7245
TUCSON	473.9	540.8	14.1	202.7	21.0	5,094,969	74.0	17,485	25,136	3,261,386	77.2	10,990	16,090	.2125	.2330
Pima	473.9	540.8	14.1	202.7	21.0	5,094,969	74.0	17,485	25,136	3,261,386	77.2	10,990	16,090	.2125	.2330
TOTAL METRO COUNTIES	1,814.1	2,091.7	15.3	789.3	23.3	21,119,381	77.9	18,548	26,757	13,734,156	87.7	11,429	17,400	.8460	.9575
TOTAL STATE	2,418.2	2,786.7	15.2	1,020.7	22.9	26,096,897	77.0	17,753	25,568	17,232,645	86.6	11,116	16,883	1.0711	1.2066
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	160.3	178.0	11.0	66.0	16.6	1,774,553	85.9	16,862	26,887	1,044,945	85.4	9,957	15,833	.0584	.0780
Benton	64.7	70.4	8.8	27.1	14.8	690,126	83.1	15,967	25,466	435,917	90.6	9,693	16,085	.0274	.0311
Washington	95.6	107.6	12.6	38.9	17.9	1,084,427	87.7	17,503	27,877	609,028	81.9	10,146	15,656	.0410	.0469
FORT SMITH	194.6	207.3	6.5	78.2	12.4	1,729,008	72.3	14,420	22,110	1,125,635	70.0	9,511	14,394	.0768	.0818
Crawford	34.6	40.8	17.9	14.9	24.2	353,967	100.8	14,689	23,756	191,197	112.3	7,506	12,832	.0125	.0157
Sebastian	92.3	94.1	2.0	36.2	7.7	973,100	66.7	17,370	26,881	688,065	64.4	[illegible]	19,007	.0441	.0453
Le Flore, Okla.	*38.6*	*41.3*	*7.0*	*15.9*	*12.8*	*260,677*	*71.3*	*10,793*	*16,395*	*162,059*	*73.1*	[illegible]	*10,192*	*.0122*	*.0120*
Sequoyah, Okla.	*29.1*	*31.1*	*6.9*	*11.2*	*13.1*	*141,264*	*54.4*	*9,243*	*12,613*	*84,314*	[illegible]	[illegible]	*7,528*	*.0080*	*.0078*

MOBILE

IS ALABAMA'S SECOND LARGEST MARKET:

After Birmingham ... MOBILE RANKS FIRST in Alabama in:

POPULATION	436,900
HOUSEHOLDS	140,100
EBI	$2,330,824,000
TOTAL RETAIL SALES	$1,512,325,000

Source: S&MM Survey of Buying Power 1979

THE MOBILE PRESS-REGISTER

NEWHOUSE NEWSPAPERS

HUNTSVILLE

ALABAMA'S THIRD LARGEST...

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	820,800	$5,123,823,000	$3,577,996,000
2	MOBILE	436,900	2,330,824,000	1,512,325,000
3	HUNTSVILLE	295,400	1,727,293,000	1,165,977,000
4	MONTGOMERY	259,400	1,543,630,000	1,039,300,000

Source: Sales & Marketing Management

HUNTSVILLE TIMES & NEWS

Represented by Newhouse Newspapers

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978-1983	12/31/83 Total House-holds (Thous.)	% Change 1978-1983	1983 Total EBI ($000)	% Change 1978-1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978-1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
LITTLE ROCK - NORTH LITTLE ROCK	**385.0**	**410.0**	**6.5**	**150.9**	**12.4**	**4,624,337**	**75.8**	**19,600**	**30,645**	**3,056,891**	**75.1**	**13,007**	**20,258**	**.1904**	**.2066**
Pulaski	339.0	360.5	6.3	133.5	12.3	4,251,026	77.3	20,165	31,843	2,850,615	76.3	13,602	21,353	.1734	.1894
Saline	46.0	49.5	7.6	11.4	13.7	373,311	60.4	15,215	21,455	206,276	60.9	8,379	11,855	.0170	.0172
PINE BLUFF	**83.5**	**84.1**	**.7**	**29.5**	**6.9**	**792,077**	**69.5**	**16,934**	**26,850**	**565,572**	**81.9**	**11,267**	**19,172**	**.0354**	**.0375**
Jefferson	83.5	84.1	.7	29.5	6.9	792,077	69.5	16,934	26,850	565,572	81.9	11,267	19,172	.0354	.0375
TEXARKANA	**117.8**	**121.9**	**3.5**	**47.7**	**10.2**	**940,000**	**55.8**	**13,937**	**19,706**	**617,296**	**37.2**	**10,392**	**12,941**	**.0482**	**.0451**
Little River	11.1	10.2	-8.1	3.7	-2.6	81,259	50.6	14,199	21,962	43,642	54.0	7,456	11,795	.0039	.0036
Miller	33.8	36.4	7.7	13.6	13.3	305,188	73.9	14,627	22,440	216,882	61.5	11,193	15,947	.0141	.0148
Bowie, Tex.	*72.9*	*75.3*	*3.3*	*30.4*	*10.5*	*553,553*	*48.0*	*13,600*	*18,209*	*356,772*	*24.2*	*10,448*	*11,736*	*.0302*	*.0267*
TOTAL METRO COUNTIES	**850.2**	**899.8**	**5.8**	**329.3**	**11.7**	**9,261,842**	**75.6**	**17,902**	**28,126**	**6,110,755**	**74.8**	**11,863**	**18,557**	**.3889**	**.4203**
TOTAL STATE	**2,194.5**	**2,336.6**	**6.5**	**863.2**	**12.2**	**20,779,308**	**76.2**	**15,335**	**24,072**	**12,821,263**	**74.3**	**9,562**	**14,853**	**.8793**	**.9498**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
CALIFORNIA															
ANAHEIM - SANTA ANA - GARDEN GROVE	**1,875.1**	**2,115.4**	**12.8**	**851.6**	**23.4**	**25,418,110**	**67.9**	**21,932**	**29,847**	**13,535,855**	**62.0**	**12,109**	**15,895**	**1.0030**	**1.0472**
Orange	1,875.1	2,115.4	12.8	851.6	23.4	25,418,110	67.9	21,932	29,847	13,535,855	62.0	12,109	15,895	1.0030	1.0472
BAKERSFIELD	**370.0**	**398.4**	**7.7**	**138.2**	**11.6**	**3,434,814**	**62.0**	**17,124**	**24,854**	**2,377,760**	**62.2**	**11,839**	**17,205**	**.1611**	**.1641**
Kern	370.0	398.4	7.7	138.2	11.6	3,434,814	62.0	17,124	24,854	2,377,760	62.2	11,839	17,205	.1611	.1641
FRESNO	[illegible]	**537.3**	**10.8**	**190.4**	**16.2**	**4,672,822**	**69.1**	**16,855**	**24,542**	**3,213,486**	**66.1**	**11,801**	**16,878**	**.2111**	**.2223**
Fresno	484.9	537.3	10.8	190.4	16.2	4,672,822	69.1	16,855	24,542	3,213,486	66.1	11,801	16,878	.2111	.2223
LOS ANGELES - LONG BEACH	**7,112.2**	**7,274.4**	**2.3**	**2,992.3**	**8.1**	**81,771,998**	**49.5**	**19,767**	**27,327**	**44,119,754**	**48.1**	**10,767**	**14,744**	**3.6403**	**3.4230**
Los Angelus	7,112.2	7,274.4	2.3	2,992.3	8.1	81,771,998	49.5	19,767	27,327	44,119,754	48.1	10,767	14,744	3.6403	3.4230
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*10,861.4*	*11,525.0*	*6.1*	*4,674.3*	*13.1*	*127,539,447*	*55.9*	*19,792*	*27,285*	*69,834,268*	*53.9*	*10,980*	*14,940*	*5.4951*	*5.3782*
MODESTO	**243.0**	**274.9**	**13.1**	**107.0**	**20.4**	**3,067,491**	**84.7**	**18,678**	**28,668**	**1,960,302**	**80.0**	**12,249**	**18,321**	**.1198**	**.1358**
Stanislous	243.0	274.9	13.1	107.0	20.4	3,067,491	84.7	18,678	28,668	1,960,302	80.0	12,249	18,321	.1198	.1358
OXNARD - SIMI VALLEY - VENTURA	**493.2**	**556.4**	**12.8**	**203.7**	**23.0**	**5,050,664**	**61.3**	**18,910**	**24,795**	**3,192,934**	**60.9**	**11,986**	**15,675**	**.2265**	**.2315**
Ventura	493.2	556.4	12.8	203.7	23.0	5,050,664	61.3	18,910	24,795	3,192,934	60.9	11,986	15,675	.2265	.2315
RIVERSIDE - SAN BERNARDINO - ONTARIO	**1,380.9**	**1,578.8**	**14.3**	**626.7**	**22.8**	**15,298,675**	**73.0**	**17,321**	**24,411**	**8,985,725**	**71.1**	**10,285**	**14,336**	**.6253**	**.6765**
Riverside	608.4	709.8	16.7	288.7	25.4	6,428,798	70.8	16,348	22,268	3,807,854	66.1	9,957	13,190	.2701	.2889
San Bernardino	772.5	869.0	12.5	338.0	20.6	8,869,877	74.6	18,121	26,242	5,177,871	75.0	10,553	15,319	.3552	.3876
SACRAMENTO	**958.7**	**1,047.8**	**9.3**	**411.9**	**17.4**	**11,381,781**	**68.5**	**19,249**	**27,632**	**6,193,722**	**58.8**	**11,111**	**15,037**	**.4650**	**.4809**
Placer	104.2	124.1	19.1	48.0	27.7	1,377,340	91.2	19,157	28,695	665,945	74.4	10,158	13,874	.0485	.0560
Sacramento	746.7	802.4	7.5	317.4	15.2	8,889,820	65.0	19,545	28,008	4,965,436	56.4	11,523	15,644	.3716	.3772
Yolo	107.8	121.3	12.5	46.5	23.0	1,114,621	71.6	17,180	23,970	562,341	64.4	9,052	12,093	.0449	.0477
SALINAS - SEASIDE - MONTEREY	**287.0**	**308.5**	**7.5**	**93.4**	**9.4**	**2,830,576**	**60.1**	**20,699**	**30,306**	**1,675,361**	**60.0**	**12,259**	**17,937**	**.1260**	**.1269**
Monterey	287.0	308.5	7.5	93.4	9.4	2,830,576	60.1	20,699	30,306	1,675,361	60.0	12,259	17,937	.1260	.1269
SAN DIEGO	**1,783.0**	**1,965.8**	**10.3**	**804.0**	**20.5**	**19,656,544**	**60.6**	**18,353**	**24,448**	**11,611,042**	**60.3**	**10,860**	**14,442**	**.8532**	**.8651**
San Diego	1,783.0	1,965.8	10.3	804.0	20.5	19,656,544	60.6	18,353	24,448	11,611,042	60.3	10,860	14,442	.8532	.8651
SAN FRANCISCO - OAKLAND	**3,217.9**	**3,279.1**	**1.9**	**1,391.3**	**7.8**	**43,664,761**	**54.7**	**21,856**	**31,384**	**20,011,804**	**50.7**	**10,287**	**14,384**	**1.7603**	**1.6922**
Alameda	1,112.3	1,129.4	1.5	480.4	9.1	13,960,757	56.9	20,215	29,061	6,206,213	49.1	9,451	12,919	.5629	.5436
Contra Costa	634.0	681.8	7.5	259.4	15.3	8,566,448	63.5	23,302	33,024	4,140,250	73.9	10,585	15,961	.3271	.3403
Marin	225.5	232.8	3.2	95.1	11.0	3,538,767	55.8	26,510	37,211	1,512,674	50.7	11,714	15,906	.1362	.1317

LOCK UP NORTHERN CALIFORNIA'S MOST AFFLUENT MARKET

35
0
5
10
15
20
25
30
G
MARIN COUNTY
SAN MATEO COUNTY
SANTA CLARA COUNTY

▨ The Bay Area's most affluent communities, served by the Golden Gate Suburban Group.

Source: S&MM Survey of Buying Power, 7/79

The Bay Area's most affluent communities read the Golden Gate Suburban Group newspapers – the **Independent Journal** in Marin County, and the **San Mateo Times** and **Peninsula Times Tribune** in San Mateo and northern Santa Clara counties, with a **153,169** total unduplicated circulation ... **8.5%** of the ADI homes.

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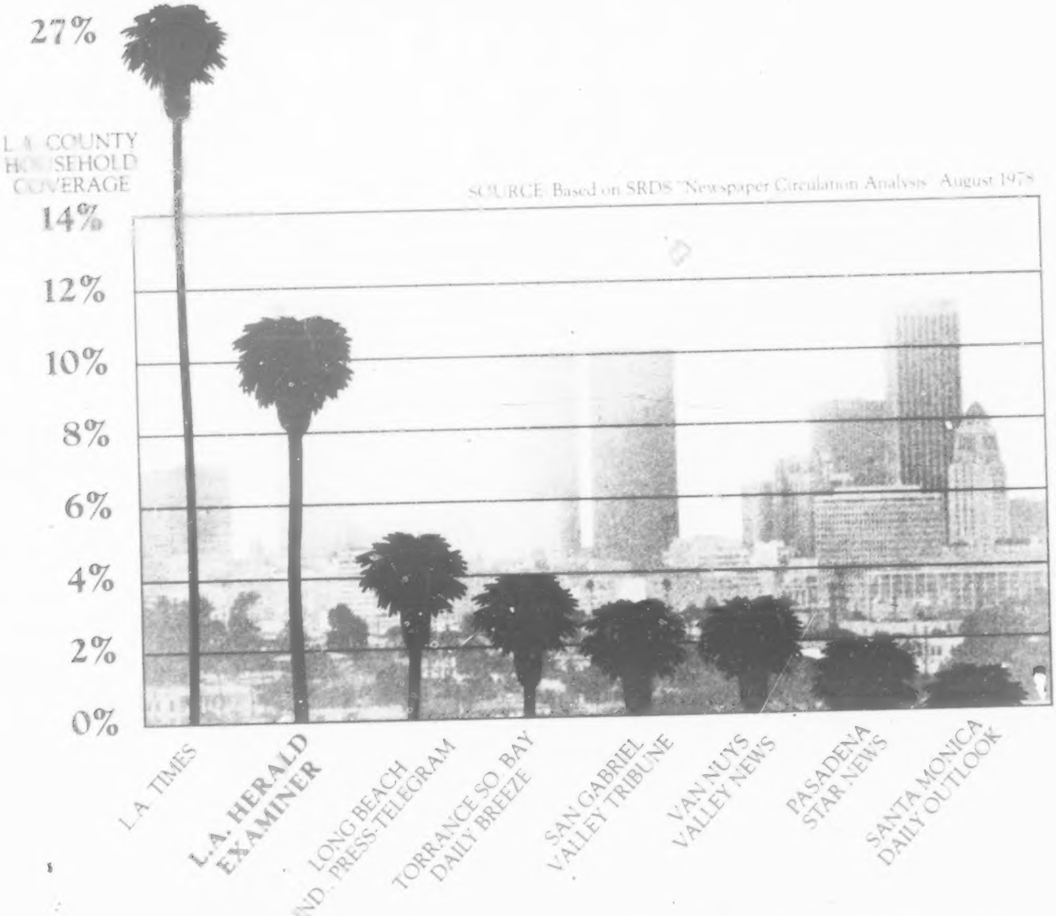

SOURCE: Based on SRDS "Newspaper Circulation Analysis" August 1978

This year, Los Angeles County's retail sales jumped 11% to $30 billion. This puts Los Angeles in front of New York. And right behind Chicago, as the second largest market in the country.

As you can see, Los Angeles has a lot of money to spend. And everyday the Herald Examiner reaches nearly 700,000 of the people who spend it. People you'll need if you're planning a 50-60% household coverage goal.

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	1983	1978	1983
CAL. (cont.)															
San Francisco	654.0	629.8	-3.7	306.8	-2.0	8,570,296	41.5	19,343	27,934	3 997,186	30.4	9,793	13,029	.3825	.3326
San Mateo	592.1	605.3	2.2	249.6	9.9	9,028,493	57.0	25,311	36,172	4 155,481	55.6	11,758	16,649	.2516	.3440
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*4,769.0*	*4,958.5*	*4.0*	*2,032.8*	*10.4*	*65,808,305*	*60.3*	*22,299*	*32,373*	*30,616,505*	*55.6*	*10,684*	*15,061*	*2.5816*	*2.5624*
SAN JOSE	1,247.5	1,346.3	7.9	513.7	16.3	18,984,487	74.2	24,673	36,956	8,861,636	67..	11,946	17,251	.6856	.7328
Santa Clara	1,247.5	1,346.3	7.9	513.7	16.3	18,984,487	74.2	24,673	36,956	8,861,636	67.9	11,946	17,251	.6856	.7328
SANTA BARBARA - SANTA MARIA - LOMPOC	294.0	315.5	7.3	122.5	15.0	3,502,017	66.6	19,732	28,588	1,835,628	62.5	10,609	14,985	.1412	.1456
Santa Barbara	294.0	315.5	7.3	122.5	15.0	3,502,017	66.6	19,732	28,588	1,835,628	62.5	10,609	14,985	.1412	.1456
SANTA CRUZ	176.2	212.1	20.4	92.3	31.5	2,049,146	84.4	15,831	22,201	1,336,240	82.3	10,441	14,477	.0816	.0938
Santa Cruz	176.2	212.1	20.4	92.3	31.5	2,049,146	84.4	15,831	22,201	1,336,240	82.3	10,441	14,477	.0816	.0938
SANTA ROSA	273.1	308.7	13.0	124.8	20.6	[illegible]	75.0	17,955	26,062	1,634,772	61.8	9,759	13,099	.1264	.1351
Sonoma	273.1	308.7	13.0	124.8	20.6	[illegible]	75.0	17,955	26,062	1,634,772	61.8	9,759	13,099	1264	.1351
STOCKTON	315.8	328.2	3.9	111.3	5.2	3,018,971	55.7	18,324	27,125	2,037,947	59.2	12.103	18,310	.1431	.1411
San Joaquin	315.8	328.2	3.9	111.3	5.2	3,018,971	55.7	18,324	27,125	2,037,947	59.2	12,103	18,310	.1431	.1411
VALLEJO - FAIRFIELD - NAPA	303.6	333.1	9.7	127.8	18.1	3,159,057	63.1	17,905	24,719	1,743,065	56.9	10,270	13,639	.1357	.1374
Napa	94.5	100.3	6.1	41.1	15.8	818,061	44.7	15,931	19,904	485,201	37.4	9,948	11,805	.0412	.0376
Solano	209.1	232.8	11.3	86.7	19.3	[illegible]	70.7	18,869	27,001	1,257,864	65.9	10,427	14,508	.0945	.0998
TOTAL METRO COUNTIES	20,816.1	22,180.7	6.6	8,902.9	13.5	250,214,500	59.2	20,047	28,105	134,327,033	56.4	10,954	15,088	10.5052	10.4513
TOTAL STATE	22,482.0	24,052.1	7.0	9,636.5	14.0	[illegible]	60.0	19,754	27,712	143,791,814	57.0	10,840	14,922	11.2058	11.1976

Naples Daily News

NAPLES, FLORIDA

95% Sunday*

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City Zone Coverage

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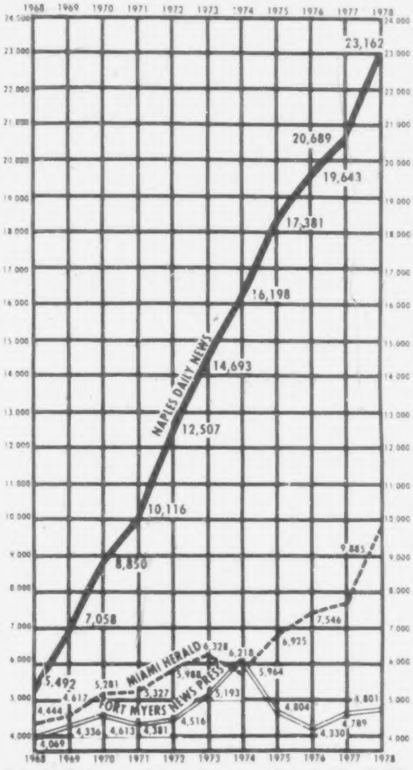
**Audit Bureau of Circulations, March 31, 1979*

*Circulation Comparison**
Collier County, Florida



**Audit Bureau of Circulations, March 31, 1978*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
COLORADO															
COLORADO SPRINGS	**297.5**	**304.2**	**2.3**	**109.3**	**10.4**	**2,446,344**	**47.8**	**16,720**	**22,382**	**1,843,558**	**46.0**	**12,755**	**16,847**	**.1310**	**.1221**
El Paso	290.5	295.8	1.8	105.7	9.9	2,389,016	47.3	16,858	22,602	1,820,299	45.9	12,968	17,221	.1286	.1196
Teller	7.0	8.4	20.0	3.6	28.6	57,328	70.9	11,983	15,924	23,259	52.1	5,463	6,461	.0024	.0025
DENVER - BOULDER	**1,520.4**	**1,716.5**	**12.9**	**668.1**	**21.2**	**19,289,045**	**74.4**	**20,063**	**28,871**	**11,467,798**	**78.0**	**11,684**	**17,165**	**.7588**	**.8324**
Adams	229.9	266.9	16.1	90.5	25.7	2,531,895	82.0	19,319	27,977	1,571,031	80.2	12,109	17,359	.1013	.1145
Arapahoe	247.3	302.3	22.2	112.8	33.3	2,995,410	72.0	20,587	26,555	2,310,530	78.9	15,262	20,483	.1304	.1448
Boulder	175.2	195.1	11.4	78.2	21.6	2,479,311	83.6	21,005	31,705	1,400,399	87.3	11,631	17,908	.0903	.1030
Denver	500.2	507.5	1.5	222.8	8.5	6,413,962	64.0	19,047	28,788	3,607,360	70.9	10,284	16,191	.2587	.2665
Douglas	21.3	22.8	7.0	7.7	11.6	134,242	30.8	14,869	17,434	26,497	20.2	3,195	3,441	.0063	.0055
Gilpin	2.2	2.8	27.3	1.3	30.0	16,385	55.9	10,513	12,604	8,424	10.6	5,246	6,480	.0007	.0007
Jefferson	344.3	419.1	21.7	154.8	32.1	4,717,840	84.7	21,793	30,477	2,543,557	82.7	11,878	16,431	.1711	.1974
FORT COLLINS	**131.9**	**152.0**	**15.2**	**58.3**	**23.8**	**1,596,089**	**88.6**	**17,966**	**27,377**	**990,573**	**93.8**	**10,850**	**16,991**	**.0601**	**.0707**
Larimer	131.9	152.0	15.2	58.3	23.8	1,596,089	88.6	17,966	27,377	990,573	93.8	10,850	16,991	.0601	.0707
GREELEY	**114.8**	**128.8**	**12.2**	**46.5**	**19.2**	**1,175,660**	**80.1**	**16,734**	**25,283**	**694,051**	**92.1**	**9,263**	**14,926**	**.0464**	**.0527**
Weld	114.8	128.8	12.2	46.5	19.2	1,175,660	80.1	16,734	25,283	694,051	92.1	9,263	14,926	.0464	.0527
PUEBLO	**124.1**	**124.1**	**.0**	**48.2**	**9.5**	**1,220,090**	**66.8**	**16,626**	**25,313**	**864,158**	**71.3**	**11,464**	**17,929**	**.0552**	**.0574**
Pueblo	124.1	124.1	.0	48.2	9.5	1,220,090	66.8	16,626	25,313	864,158	71.3	11,464	17,929	.0552	.0574
TOTAL METRO COUNTIES	**2,188.7**	**2,425.6**	**10.8**	**930.4**	**19.2**	**25,727,228**	**72.1**	**19,152**	**27,652**	**15,860,138**	**74.7**	**11,636**	**17,047**	**1.0515**	**1.1353**
TOTAL STATE	**2,710.3**	**3,011.5**	**11.1**	**1,160.5**	**19.5**	**30,545,207**	**72.8**	**18,197**	**26,321**	**19,301,313**	**76.0**	**11,294**	**16,632**	**1.2631**	**1.3703**
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**821.9**	**840.5**	**2.3**	**309.5**	**8.3**	**12,177,776**	**54.1**	**27,660**	**39,347**	**5,216,752**	**57.0**	**11,630**	**16,855**	**.4711**	**.4570**
Fairfield	821.9	840.5	2.3	309.5	8.3	12,177,776	54.1	27,660	39,347	5,216,752	57.0	11,630	16,855	.4711	.4570
HARTFORD - NEW BRITAIN - BRISTOL	**1,058.2**	**1,077.8**	**1.9**	**394.0**	**7.6**	**11,079,305**	**45.1**	**20,861**	**28,120**	**5,756,167**	**46.8**	**10,713**	**14,610**	**.5054**	**.4664**
Hartford	818.1	818.6	.1	304.9	5.8	8,639,044	42.8	20,996	28,334	4,661,317	46.6	11,035	15,288	.4012	.3659
Middlesex	127.2	136.5	7.3	49.6	13.8	1,378,574	55.1	20,386	27,794	675,267	51.6	10,218	13,614	.0588	.0573
Tolland	112.9	122.7	8.7	39.5	15.2	1,061,687	52.2	20,336	26,878	419,583	41.6	8,639	10,622	.0454	.0432
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**763.9**	**779.6**	**2.1**	**291.4**	**8.3**	**7,492,150**	**44.5**	**19,265**	**25,711**	**3,879,570**	**45.3**	**9,920**	**13,314**	**.3475**	**.3196**
New Haven	763.9	779.6	2.1	291.4	8.3	7,492,150	44.5	19,265	25,711	3,879,570	45.3	9,920	13,314	.3475	.3196
NEW LONDON - NORWICH	**244.9**	**251.4**	**2.7**	**88.5**	**9.0**	**2,215,381**	**45.0**	**18,817**	**25,033**	**1,244,038**	**44.4**	**10,609**	**14,057**	**.1070**	**.0987**
New London	244.9	251.4	2.7	88.5	9.0	2,215,381	45.0	18,817	25,033	1,244,038	44.4	10,609	14,057	.1070	.0987
TOTAL METRO COUNTIES	**2,888.9**	**2,949.3**	**2.1**	**1,083.4**	**8.1**	**32,964,612**	**48.1**	**22,205**	**30,427**	**16,096,527**	**49.4**	**10,753**	**14,857**	**1.4310**	**1.3417**
TOTAL STATE	**3,137.9**	**3,228.8**	**2.9**	**1,188.4**	**9.0**	**35,683,659**	**49.1**	**21,953**	**30,027**	**17,145,784**	**49.1**	**10,553**	**14,428**	**1.5386**	**1.4490**
DELAWARE															
WILMINGTON	**521.7**	**531.4**	**1.9**	**191.1**	**8.1**	**5,914,178**	**56.1**	**21,432**	**30,948**	**3,167,241**	**57.2**	**11,399**	**16,574**	**.2529**	**.2476**
New Castle	401.3	407.2	1.5	147.8	7.6	4,695,554	54.5	22,140	31,770	2,632,990	58.2	12,125	17,815	.2031	.1980
Cecil, Md.	*55.7*	*55.4*	*–.5*	*18.3*	*6.4*	*411,706*	*43.4*	*16,692*	*22,498*	*260,160*	*44.6*	*10,463*	*14,216*	*.0215*	*.0198*
Salem, N. J.	*64.7*	*68.8*	*6.3*	*25.0*	*12.1*	*806,918*	*74.6*	*20,725*	*32,277*	*274,091*	*60.7*	*7,650*	*10,964*	*.0283*	*.0298*
TOTAL METRO COUNTIES	**401.3**	**407.2**	**1.5**	**147.8**	**7.6**	**4,695,554**	**54.5**	**22,140**	**31,770**	**2,632,990**	**58.2**	**12,125**	**17,815**	**.2031**	**.1980**
TOTAL STATE	**587.3**	**607.9**	**3.5**	**221.5**	**9.8**	**6,342,899**	**56.3**	**20,112**	**28,636**	**3,746,473**	**57.1**	**11,819**	**16,914**	**.2820**	**.2769**
DISTRICT OF COLUMBIA															
WASHINGTON	**3,062.4**	**3,209.1**	**4.8**	**1,193.0**	**10.7**	**42,710,670**	**59.8**	**24,806**	**35,801**	**20,336,443**	**62.4**	**11,624**	**17,046**	**1.6662**	**1.6731**
District of Columbia	677.5	660.4	–2.5	299.0	7.0	8,535,103	46.4	20,859	28,545	3,781,640	53.9	8,792	12,648	.3542	.3295
Charles, Md.	*67.7*	*82.9*	*22.5*	*25.4*	*29.6*	*872,910*	*106.3*	*21,587*	*34,367*	*546,544*	*113.4*	*13,066*	*21,517*	*.0303*	*.0387*
Montgomery, Md.	*591.1*	*640.4*	*8.3*	*228.6*	*14.8*	*8,819,295*	*58.4*	*27,958*	*38,580*	*3,853,617*	*65.4*	*11,702*	*16,857*	*.3326*	*.3356*
Prince Georges, Md.	*672.2*	*675.6*	*.5*	*236.4*	*6.7*	*7,837,847*	*57.5*	*22,460*	*33,155*	*4,888,230*	*53.9*	*14,336*	*20,678*	*.3505*	*.3416*
Alexandria, Va.	*105.7*	*109.2*	*3.3*	*49.3*	*8.6*	*1,766,681*	*67.1*	*23,293*	*35,835*	*977,282*	*64.0*	*13,125*	*19,823*	*.0682*	*.0703*
Arlington, Va.	*152.1*	*144.6*	*–4.9*	*67.9*	*–1.0*	*2,648,456*	*46.5*	*26,353*	*39,005*	*1,201,271*	*55.6*	*11,254*	*17,692*	*.1050*	*.0976*
Fairfax, Va.	*547.1*	*611.1*	*11.7*	*204.4*	*18.2*	*8,979,671*	*72.1*	*30,169*	*43,932*	*3,230,625*	*75.1*	*10,674*	*15,805*	*.2987*	*.3218*
Fairfax city, Va.	*19.9*	*19.4*	*–2.5*	*6.5*	*3.2*	*308,402*	*61.2*	*30,370*	*47,446*	*536,754*	*64.2*	*51,885*	*82,578*	*.0204*	*.0207*
Falls Church, Va.	*10.6*	*11.3*	*6.6*	*5.0*	*13.6*	*194,924*	*67.7*	*26,421*	*38,985*	*275,489*	*69.3*	*36,972*	*55,098*	*.0110*	*.0117*
Loudoun, Va.	*56.7*	*65.0*	*14.6*	*22.0*	*21.5*	*726,988*	*88.1*	*21,354*	*33,045*	*247,763*	*86.4*	*7,342*	*11,262*	*.0234*	*.0272*
Manassas, Va.	*14.0*	*14.5*	*3.6*	*4.3*	*.0*	*197,745*	*62.4*	*28,309*	*45,987*	*219,743*	*66.4*	*30,702*	*51,103*	*.0103*	*.0105*
Manassas Park, Va.	*9.9*	*10.8*	*9.1*	*2.5*	*8.7*	*93,114*	*60.3*	*25,260*	*37,246*	*15,641*	*65.4*	*4,112*	*6,256*	*.0032*	*.0033*
Prince William, Va.	*137.9*	*163.9*	*18.9*	*41.7*	*18.1*	*1,729,534*	*77.7*	*27,576*	*41,476*	*561,844*	*72.5*	*9,228*	*13,473*	*.0584*	*.0646*
TOTAL METRO COUNTIES	**677.5**	**660.4**	**–2.5**	**299.0**	**7.0**	**8,535,103**	**46.4**	**20,859**	**28,545**	**3,781,640**	**53.9**	**8,792**	**12,648**	**.3542**	**.3295**
TOTAL STATE	**677.5**	**660.4**	**–2.5**	**299.0**	**7.0**	**8,535,103**	**46.4**	**20,859**	**28,545**	**3,781,640**	**53.9**	**8,792**	**12,648**	**.3542**	**.3295**
FLORIDA															
BRADENTON	**130.6**	**154.6**	**18.4**	**71.5**	**24.8**	**1,576,892**	**94.7**	**14,137**	**22,054**	**1,040,099**	**80.5**	**10,058**	**14,547**	**.0612**	**.0715**
Manatee	130.6	154.6	18.4	71.5	24.8	1,576,892	94.7	14,137	22,054	1,040,099	80.5	10,058	14,547	.0612	.0715
DAYTONA BEACH	**217.7**	**249.3**	**14.5**	**109.7**	**21.8**	**2,070,307**	**75.7**	**13,080**	**18,872**	**2,018,630**	**68.5**	**13,295**	**18,401**	**.1048**	**.1134**
Volusia	217.7	249.3	14.5	109.7	21.8	2,070,307	75.7	13,080	18,872	2,018,630	68.5	13,295	18,401	.1048	.1134

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
FLA. (cont.)															
FORT LAUDERDALE - HOLLYWOOD	**906.2**	**1,055.3**	**16.5**	**454.5**	**23.9**	**12,011,059**	**76.6**	**18,544**	**26,427**	**6,956,205**	**54.9**	**12,245**	**15,305**	**.4833**	**.5128**
Broward	906.2	1,055.3	16.5	454.5	23.9	12,011,059	76.6	18,544	26,427	6,956,205	54.9	12,245	15,305	.4833	.5128
FORT MYERS - CAPE CORAL	**189.9**	**249.3**	**31.3**	**106.6**	**39.5**	**2,452,178**	**106.6**	**15,534**	**23,004**	**1,778,783**	**100.0**	**11,644**	**16,687**	**.0911**	**.1160**
Lee	189.9	249.3	31.3	106.6	39.5	2,452,178	106.6	15,534	23,004	1,778,783	100.0	11,644	16,687	.0911	.1160
GAINESVILLE	**134.3**	**155.0**	**15.4**	**55.0**	**22.2**	**1,252,259**	**76.6**	**15,758**	**22,768**	**1,171,758**	**73.1**	**15,043**	**21,305**	**.0618**	**.0678**
Alachua	134.3	155.0	15.4	55.0	22.2	1,252,259	76.6	15,758	22,768	1,171,758	73.1	15,043	21,305	.0618	.0678
JACKSONVILLE	**717.5**	**801.5**	**11.7**	**295.8**	**19.3**	**6,998,099**	**75.2**	**16,115**	**23,658**	**4,790,091**	**70.1**	**11,357**	**16,194**	**.3073**	**.3324**
Baker	13.4	15.8	17.9	4.7	27.0	99,506	87.9	14,309	21,171	51,222	73.3	7,989	10,898	.0041	.0047
Clay	55.1	70.7	28.3	24.6	36.7	467,949	84.2	14,115	19,022	217,769	76.9	6,841	8,852	.0184	.0213
Duval	574.0	629.7	9.7	234.9	17.5	5,860,915	75.2	16,726	24,951	4,090,760	70.0	12,030	17,415	.2567	.2765
Nassau	32.1	38.0	18.4	13.1	26.0	247,439	77.7	13,389	18,888	150,107	82.6	7,903	11,459	.0107	.0122
St. Johns	42.9	47.3	10.3	18.5	17.1	322,290	58.5	12,868	17,421	280,233	60.6	11,045	15,148	.0174	.0177
LAKELAND - WINTER HAVEN	**281.9**	**323.1**	**14.6**	**124.4**	**21.8**	**3,067,651**	**91.0**	**15,734**	**24,660**	**2,517,428**	**86.9**	**13,192**	**20,237**	**.1310**	**.1530**
Polk	281.9	323.1	14.6	124.4	21.8	3,067,651	91.0	15,734	24,660	2,517,429	86.9	13,192	20,237	.1310	.1530
MELBOURNE - TITUSVILLE - COCOA	**247.9**	**267.5**	**7.9**	**95.3**	**14.8**	**2,008,373**	**47.6**	**16,399**	**21,074**	**1,743,356**	**49.1**	**14,090**	**18,293**	**.1128**	**.1072**
Brevard	247.9	267.5	7.9	95.3	14.8	2,008,373	47.6	16,399	21,074	1,743,356	49.1	14,090	18,293	.1128	.1072
MIAMI	**1,474.1**	**1,670.4**	**13.3**	**674.6**	**20.6**	**19,047,317**	**81.8**	**18,731**	**28,235**	**11,911,144**	**69.3**	**12,576**	**17,657**	**.7562**	**.8336**
Dade	1,474.1	1,670.4	13.3	674.6	20.6	19,047,317	81.8	18,731	28,235	11,911,144	69.3	12,576	17,657	.7562	.8336
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,380.3*	*2,725.7*	*14.5*	*1,129.1*	*21.9*	*31,058,376*	*79.8*	*18,657*	*27,507*	*18,867,349*	*63.7*	*12,445*	*16,710*	*1.2395*	*1.3464*

To Reach The Rich Center of Florida's Gold Coast:

FORT LAUDERDALE NEWS/SUN-SENTINEL ARE USED MORE BY RETAIL ADVERTISERS THAN ANY OTHER GOLD COAST COMBO!

In 1978, retail sales on Florida's Gold Coast encompassing Broward, Palm Beach and Dade Counties (nation's 7th largest retail sales market), reached $18.4 Billion.[1] Of that amount, $6.7 Billion were generated in the Fort Lauderdale News/Sun-Sentinel market (Broward, S. Palm Beach Counties) during 1978.[1]

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- Provide combined reach of 60% of adults making this combo the most effective advertising buy in the Gold Coast's rich middle (the Miami Herald reaches only 22% of adults[3]).
- Largest circulation gain in Florida — up 14,562 over 1978.[4]

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1 Fla. Dept. of Commerce Sales & Use Tax Data 2 Media Records — 1978 3 Florida Opinion Research — 1979 Audience Study 4 ABC Publishers Statement 3/31/79

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
FLA. (cont.)															
ORLANDO	**611.2**	**709.4**	**16.1**	**276.8**	**24.4**	**7,155,092**	**86.1**	**17,279**	**25,849**	**5,975,071**	**84.1**	**14,589**	**21,586**	**.3084**	**.3554**
Orange	423.5	476.0	12.4	185.6	20.6	5,246,842	85.5	18,375	28,270	4,652,968	84.0	16,431	25,070	.2295	.2631
Osceola	39.8	49.4	24.1	21.2	31.7	379,705	96.6	11,996	17,911	320,116	90.6	10,431	15,100	.0166	.0200
Seminole	147.9	184.0	24.4	70.0	33.3	1,528,545	85.6	15,687	21,836	1,001,987	82.4	10,465	14,314	.0623	.0723
PANAMA CITY	**96.0**	**115.0**	**19.8**	**42.1**	**26.4**	**883,395**	**87.1**	**14,182**	**20,983**	**851,481**	**95.0**	**13,110**	**20,225**	**.0411**	**.0488**
Bay	96.0	115.0	19.8	42.1	26.4	883,395	87.1	14,182	20,983	851,481	95.0	13,110	20,225	.0411	.0488
PENSACOLA	**280.4**	**313.5**	**11.8**	**111.5**	**19.5**	**2,473,908**	**74.1**	**15,234**	**22,188**	**2,262,485**	**83.6**	**13,207**	**20,291**	**.1202**	**.1332**
Escambia	229.3	255.5	11.4	90.8	19.0	1,990,723	71.9	15,181	21,924	2,058,933	82.3	14,802	22,675	.1025	.1131
Santa Rosa	51.1	58.0	13.5	20.7	21.8	483,185	83.7	15,470	23,342	203,552	97.9	6,050	9,833	.0177	.0201
SARASOTA	**171.7**	**199.7**	**16.3**	**93.7**	**21.7**	**2,187,292**	**78.9**	**15,878**	**23,344**	**1,615,691**	**62.8**	**12,893**	**17,243**	**.0944**	**.1023**
Sarasota	171.7	199.7	15.3	93.7	21.7	2,187,292	78.9	15,878	23,344	1,615,691	62.8	12,893	17,243	.0944	.1023
TALLAHASSEE	**143.7**	**173.3**	**20.6**	**63.8**	**29.1**	**1,862,608**	**103.3**	**18,549**	**29,194**	**1,301,237**	**100.7**	**13,122**	**20,396**	**.0687**	**.0855**
Leon	134.8	163.1	21.0	60.0	29.6	1,805,907	104.3	19,093	30,098	1,272,738	101.3	13,656	21,212	.0662	.0828
Wakulla	8.9	10.2	14.6	3.8	22.6	56,701	75.3	10,431	14,921	28,499	78.5	5,151	7,500	.0025	.0027
TAMPA - ST. PETERSBURG	**1,439.9**	**1,649.6**	**14.6**	**719.9**	**19.4**	**15,896,913**	**78.5**	**14,770**	**22,082**	**10,574,627**	**70.0**	**10,316**	**14,689**	**.6687**	**.7327**
Hillsborough	601.2	668.4	11.2	259.7	18.5	6,709,050	83.8	16,663	25,834	4,401,694	74.8	11,490	16,949	.2739	.3055
Pasco	148.2	194.5	31.2	90.7	38.1	1,342,958	100.8	10,182	14,807	854,652	82.2	7,139	9,423	.0540	.0657
Pinellas	690.5	786.7	13.9	369.5	16.1	7,844,905	71.0	14,415	21,231	5,318,281	64.4	10,163	14,393	.3408	.3615

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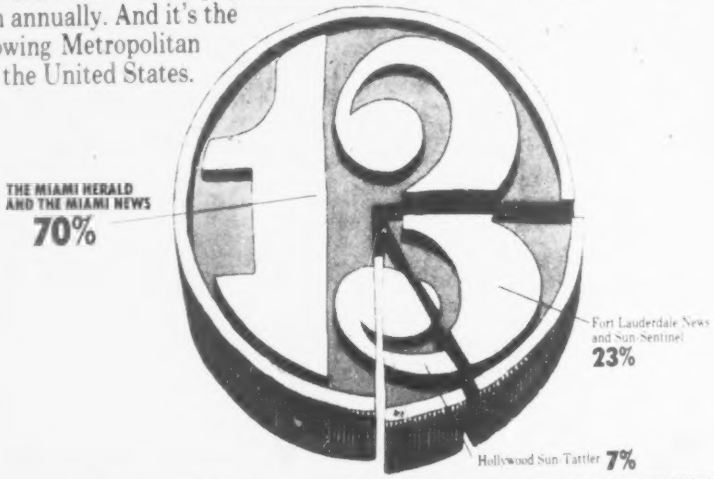

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Source: Circulation 78/79-1978 Survey of Buying Power

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
FLA. (cont.)															
WEST PALM BEACH - BOCA RATON	**495.9**	**598.9**	**20.8**	**247.4**	**27.7**	**7,507,287**	**92.8**	**20,103**	**30,345**	**4,815,902**	**80.0**	**13,815**	**19,466**	**.2785**	**.3263**
Palm Beach	495.9	598.9	20.8	247.4	27.7	7,507,287	92.8	20,103	30,345	4,815,902	80.0	13,815	19,466	.2785	.3263
TOTAL METRO COUNTIES	**7,538.9**	**8,685.4**	**15.2**	**3,542.6**	**22.2**	**88,450,630**	**81.2**	**16,828**	**24,968**	**61,323,988**	**72.0**	**12,292**	**17,310**	**3.6855**	**4.0919**
TOTAL STATE	**8,766.4**	**10,117.1**	**15.4**	**4,092.0**	**22.3**	**99,545,015**	**81.5**	**16,393**	**24,327**	**69,897,004**	**72.5**	**12,113**	**17,081**	**4.2003**	**4.6555**
GEORGIA															
ALBANY	**107.3**	**114.0**	**6.2**	**37.1**	**11.7**	**1,071,246**	**74.1**	**18,536**	**28,875**	**871,726**	**83.2**	**14,331**	**23,497**	**.0486**	**.0535**
Dougherty	97.2	101.7	4.6	32.9	9.7	1,014,162	75.0	19,319	30,826	867,353	83.5	15,760	26,363	.0462	.0510
Lee	10.1	12.3	21.8	4.2	31.3	57,084	59.3	11,197	13,591	4,373	47.0	930	1,041	.0024	.0025
△ ATHENS	**105.7**	**116.3**	**10.0**	**41.6**	**16.5**	**980,483**	**73.0**	**15,873**	**23,569**	**594,413**	**68.2**	**9,898**	**14,289**	**.0423**	**.0451**
Clarke	72.5	79.9	10.2	28.4	16.4	743,747	74.3	17,492	26,188	543,594	69.0	13,180	19,141	.0332	.0356
Madison	15.7	17.5	11.5	6.4	18.5	114,202	70.7	12,389	17,844	24,876	51.3	3,044	3,887	.0045	.0046
Oconee	9.3	10.0	7.5	3.8	15.2	62,548	57.7	12,022	16,460	6,829	49.8	1,382	1,797	.0024	.0023
Oglethorpe	8.2	8.9	8.5	3.0	15.4	59,986	80.3	12,800	19,995	19,114	77.6	4,139	6,371	.0022	.0026
ATLANTA	**1,874.9**	**2,058.1**	**9.8**	**737.2**	**15.3**	**[illegible],302,643**	**68.5**	**20,709**	**30,253**	**12,507,048**	**59.8**	**12,240**	**16,966**	**.9180**	**.9511**
Butts	12.3	14.1	14.6	4.9	22.5	85,815	64.4	13,050	17,513	65,282	67.2	9,760	13,323	.0043	.0046
Cherokee	42.1	50.7	20.4	18.2	27.3	448,327	94.4	16,128	24,633	139,623	73.7	5,620	7,672	.0149	.0174
Clayton	142.0	167.5	18.0	55.6	23.8	1,622,640	76.4	20,488	29,184	594,477	66.4	7,956	10,692	.0579	.0633
Cobb	261.6	300.6	14.9	104.1	20.3	2,633,909	59.0	19,154	25,302	1,638,012	59.9	11,841	15,735	.1190	.1211
De Kalb	463.0	483.4	4.4	171.2	10.2	6,167,603	64.4	24,153	36,027	3,582,346	62.7	14,174	20,925	.2534	.2585
Douglas	49.1	59.3	20.8	20.3	26.9	485,849	80.7	16,802	23,933	202,372	64.0	7,714	9,969	.0184	.0204
Fayette	21.0	27.7	31.9	8.9	39.1	207,724	92.7	16,844	23,340	57,961	81.8	4,983	6,512	.0068	.0082
Forsyth	22.3	25.8	15.7	9.2	21.1	192,012	75.5	14,399	20,871	96,267	67.1	7,581	10,464	.0079	.0087
Fulton	577.9	591.4	2.3	227.4	7.7	7,600,737	65.9	21,697	33,425	5,068,696	54.0	15,587	22,290	.3326	.3334
Gwinnett	134.9	165.0	22.3	58.0	29.5	1,506,771	85.9	18,096	25,979	508,255	71.7	6,607	8,763	.0513	.0586
Henry	30.3	32.9	8.6	11.1	15.6	292,988	76.1	17,329	26,395	109,287	69.8	6,705	9,846	.0108	.0117
Newton	32.7	37.3	14.1	12.7	19.8	304,190	80.9	15,861	23,952	135,566	68.4	7,593	10,674	.0118	.0130
Paulding	24.4	27.9	14.3	10.1	21.7	173,317	64.7	12,675	17,160	52,868	54.6	4,119	5,234	.0072	.0073
Rockdale	30.8	39.8	29.2	13.3	35.7	336,973	101.8	17,038	25,336	161,720	86.7	8,838	12,159	.0118	.0144
Walton	30.5	34.7	13.8	12.2	22.0	243,588	72.1	14,153	19,966	94,316	66.8	5,654	7,731	.0099	.0105
AUGUSTA	**288.2**	**311.2**	**8.0**	**102.8**	**13.8**	**2,682,346**	**69.1**	**17,564**	**26,093**	**1,591,969**	**56.0**	**11,305**	**15,486**	**.1188**	**.1220**
Columbia	32.7	45.0	37.6	15.3	47.1	338,475	112.2	15,340	22,123	74,576	106.5	3,473	4,874	.0100	.0130
Richmond	158.0	162.7	3.0	51.1	7.6	1,313,476	57.0	17,611	25,704	1,077,309	48.3	15,295	21,082	.0701	.0676
Aiken, S. C.	*97.5*	*103.5*	*6.2*	*36.4*	*12.3*	*1,030,395*	*74.6*	*18,210*	*28,308*	*4[illegible]0,08[illegible]*	*70.5*	*7,968*	*12,090*	*.0387*	*.0414*
COLUMBUS	**227.6**	**226.3**	**–.6**	**76.5**	**4.8**	**1,878,016**	**57.1**	**16,379**	**24,549**	**1,241,694**	**51.6**	**11,217**	**16,231**	**.0922**	**.0889**
Chattahoochee	17.1	17.6	2.9	2.4	33.3	141,475	83.6	42,807	58,948	10,370	58.9	3,625	4,321	.0044	.0047
Columbus	163.7	161.1	–1.6	58.2	3.4	1,388,779	52.2	16,209	23,862	1,051,025	49.1	12,523	18,059	.0724	.0685
Russell, Ala.	*46.8*	*47.6*	*1.7*	*15.9*	*6.7*	*347,762*	*68.7*	*13,832*	*21,872*	*180,299*	*68.0*	*7,201*	*11,340*	*.0154*	*.0157*
MACON	**245.3**	**261.2**	**6.5**	**87.4**	**10.5**	**2,198,871**	**63.1**	**17,048**	**25,159**	**1,404,613**	**54.0**	**11,533**	**16,071**	**.1026**	**.1030**
Bibb	145.4	148.3	2.0	50.6	5.2	1,229,718	54.6	16,532	24,303	984,783	50.2	13,634	19,462	.0648	.0624
Houston	75.6	84.6	11.9	27.5	17.5	801,742	76.6	19,403	29,154	385,348	63.2	10,093	14,013	.0314	.0337
Jones	16.5	20.4	23.6	6.9	30.2	120,383	69.7	13,381	17,447	27,001	69.2	3,011	3,913	.0045	.0050
Twiggs	7.8	7.9	1.3	2.4	4.3	47,028	65.9	12,325	19,595	7,481	72.2	1,889	3,117	.0019	.0019

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The Combined Metro Areas for The Georgia Group Markets Outranks Many Southeastern Markets...

SMSA — Markets	Population	Effective Buying Income	Food Sales
GEORGIA GROUP	980,300	$5,305,611,000	$734,740,000
Greenville/Spartanburg	541,400	3,203,011,000	434,566,000
Columbia	386,800	2,257,074,000	261,473,000
Charleston/N. Chas.	393,700	2,010,260,000	351,358,000

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GEORGIA
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*Source: Sales & Marketing Management 1979

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11th in morning Total Display

18th in morning Total Linage

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Palm Beach **Post-Times**

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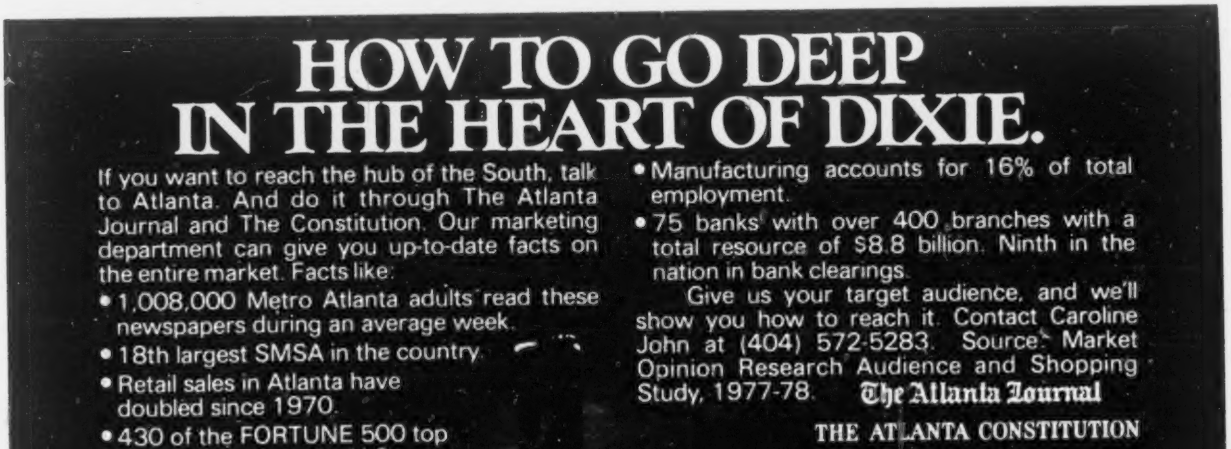
Source: Media Records, 1978 Linage



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
GA. (cont.)															
SAVANNAH	**219.2**	**240.0**	**9.5**	**81.4**	**13.4**	**1,979,514**	**68.4**	**16,370**	**24,318**	**1,427,099**	**67.7**	**11,850**	**17,532**	**.0920**	**.0969**
Bryan	8.4	10.5	25.0	3.6	33.3	75,775	106.0	13,625	21,049	44,509	94.9	8,459	12,364	.0028	.0036
Chatham	193.9	211.2	8.9	72.1	12.7	1,773,757	67.1	16,582	24,601	1,342,440	66.6	12,587	18,619	.0842	.0880
Effingham	16.9	18.3	8.3	5.7	11.8	129,982	68.0	15,169	22,804	40,150	78.6	4,408	7,044	.0050	.0053
TOTAL METRO COUNTIES	**3,027.2**	**3,292.2**	**8.8**	**1,152.8**	**14.1**	**32,677,416**	**67.7**	**19,291**	**28,346**	**19,360,479**	**60.1**	**11,975**	**16,794**	**1.3965**	**1.4421**
TOTAL STATE	**5,110.6**	**5,519.4**	**8.0**	**1,926.2**	**13.4**	**48,687,895**	**67.8**	**17,090**	**25,277**	**29,555,932**	**61.9**	**10,752**	**15,344**	**2.1430**	**2.2180**
HAWAII															
HONOLULU	**738.2**	**799.4**	**8.3**	**246.3**	**15.9**	**8,574,117**	**66.9**	**24,182**	**34,812**	**4,641,410**	**69.2**	**12,907**	**18,845**	**.3463**	**.3624**
Honolulu	738.2	799.4	8.3	246.3	15.9	8,574,117	66.9	24,182	34,812	4,641,410	69.2	12,907	18,845	.3463	.3624
TOTAL METRO COUNTIES	**738.2**	**799.4**	**8.3**	**246.3**	**15.9**	**8,574,117**	**66.9**	**24,182**	**34,812**	**4,641,410**	**69.2**	**12,907**	**18,845**	**.3463**	**.3624**
TOTAL STATE	**911.5**	**999.2**	**9.6**	**311.7**	**17.2**	**10,440,086**	**68.9**	**23,244**	**33,494**	**5,764,379**	**70.9**	**12,685**	**18,493**	**.4214**	**.4462**
IDAHO															
BOISE	**152.1**	**170.6**	**12.2**	**62.6**	**17.7**	**1,500,559**	**67.5**	**16,843**	**23,971**	**1,082,689**	**64.1**	**12,401**	**17,295**	**.0692**	**.0725**
Ada	152.1	170.6	12.2	62.6	17.7	1,500,559	67.5	16,843	23,971	1,082,689	64.1	12,401	17,295	.0692	.0725
△ POCATELLO	**68.9**	**78.3**	**13.6**	**26.3**	**17.9**	**660,776**	**78.6**	**16,594**	**25,125**	**396,243**	**80.5**	**9,846**	**15,066**	**.0271**	**.0302**
Bannock	62.2	70.2	12.9	23.7	17.3	590,591	77.2	16,501	24,919	377,378	79.6	10,401	15,923	.0249	.0276
Power	6.7	8.1	20.9	2.6	23.8	70,185	91.2	17,483	26,994	18,865	99.2	4,510	7,256	.0022	.0026
TOTAL METRO COUNTIES	**221.0**	**248.9**	**12.6**	**88.9**	**17.7**	**2,161,335**	**70.7**	**16,770**	**24,312**	**1,478,932**	**68.2**	**11,646**	**16,636**	**.0963**	**.1027**
TOTAL STATE	**892.0**	**975.8**	**9.4**	**346.0**	**14.3**	**8,662,895**	**74.5**	**16,398**	**25,037**	**5,137,448**	**68.2**	**10,093**	**14,848**	**.3656**	**.3913**
ILLINOIS															
BLOOMINGTON - NORMAL	**124.9**	**131.6**	**5.4**	**46.8**	**11.2**	**1,461,873**	**68.6**	**20,591**	**31,237**	**731,568**	**50.4**	**11,553**	**15,632**	**.0593**	**.0601**
McLean	124.9	131.6	5.4	46.8	11.2	1,461,873	68.6	20,591	31,237	731,568	50.4	11,553	15,632	.0593	.0601
CHAMPAIGN - URBANA - RANTOUL	**172.0**	**181.1**	**5.3**	**64.1**	**12.7**	**1,849,780**	**61.4**	**20,147**	**28,858**	**1,018,017**	**56.6**	**11,425**	**15,882**	**.0793**	**.0794**
Champaign	172.0	181.1	5.3	64.1	12.7	1,849,780	61.4	20,147	28,858	1,018,017	56.6	11,425	15,882	.0793	.0794
CHICAGO	**7,016.5**	**7,094.6**	**1.1**	**2,573.9**	**6.2**	**83,185,783**	**53.3**	**22,391**	**32,319**	**42,122,048**	**38.6**	**12,544**	**16,365**	**3.6380**	**3.3912**
Cook	5,285.7	5,201.8	−1.6	1,968.1	3.8	60,942,631	49.5	21,501	30,965	29,690,153	34.3	11,657	15,086	2.7076	2.4573
Du Page	583.7	635.0	8.8	198.4	13.8	8,552,866	68.8	29,071	43,109	5,623,852	54.7	20,857	28,346	.3626	.3709
Kane	275.4	292.4	6.2	98.2	11.2	3,278,754	63.9	22,649	33,389	1,660,699	41.8	13,266	16,911	.1375	.1348
Lake	420.6	446.0	6.0	136.4	11.3	5,445,028	57.1	28,296	39,920	2,972,620	47.3	16,469	21,792	.2326	.2254
McHenry	136.1	153.4	12.7	52.8	19.5	1,630,894	69.1	21,823	30,888	756,756	49.6	11,443	14,333	.0645	.0661
Will	315.0	366.0	16.2	120.0	22.7	3,335,610	67.4	20,378	27,797	1,417,968	47.3	9,844	11,816	.1332	.1367
CHICAGO - GARY CONSOLIDATED AREA	***7,662.1***	***7,756.4***	***1.2***	***2,798.9***	***6.4***	***90,572,796***	***54.0***	***22,352***	***32,360***	***46,195,715***	***39.5***	***12,584***	***16,505***	***3.9542***	***3.7028***
△ DANVILLE	**101.9**	**116.6**	**14.4**	**46.0**	**22.3**	**1,471,253**	**92.7**	**20,307**	**31,984**	**652,230**	**80.2**	**9,628**	**14,179**	**.0491**	**.0571**
Vermilion	101.9	116.6	14.4	46.0	22.3	1,471,253	92.7	20,307	31,984	652,230	80.2	9,628	14,179	.0491	.0571

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Major Market Index, Chicago 1977/78, 4 issue cume.

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

ILL. (cont.)

STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop. (Thous.)	POPULATION 12/31/83 Total Pop. (Thous.)	POPULATION % Change 1978–1983	POPULATION 12/31/83 Total Households (Thous.)	POPULATION % Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1978–1983	EFFECTIVE BUYING INCOME Average Household EBI 1978	EFFECTIVE BUYING INCOME Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	RETAIL SALES % Change 1978–1983	RETAIL SALES Retail Sales Per Household 1978	RETAIL SALES Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
DAVENPORT - ROCK ISLAND - MOLINE	**376.9**	**387.7**	**2.9**	**148.4**	**10.8**	**4,514,413**	**64.7**	**20,465**	**30,421**	**2,241,482**	**50.0**	**11,164**	**15,104**	**.1843**	**.1833**
Henry	56.9	59.4	4.4	23.5	13.0	700,318	75.5	19,189	29,801	250,226	56.7	7,675	10,648	.0249	.0260
Rock Island	165.2	165.2	.0	66.1	9.6	2,180,057	68.9	21,409	32,981	1,007,657	52.2	10,980	15,244	.0841	.0849
Scott, Iowa	*154.8*	*163.1*	*5.4*	*58.8*	*11.4*	*1,634,038*	*55.6*	*19,890*	*27,790*	*983,599*	*46.1*	*12,747*	*16,728*	*.0753*	*.0724*
DECATUR	**129.3**	**131.8**	**1.9**	**53.7**	**11.0**	**1,600,336**	**66.9**	**19,806**	**29,801**	**889,582**	**53.1**	**12,007**	**16,566**	**.0664**	**.0666**
Macon	129.3	131.8	1.9	53.7	11.0	1,600,336	66.9	19,806	29,801	889,582	53.1	12,007	16,566	.0664	.0666
KANKAKEE	**97.6**	**99.1**	**1.5**	**33.9**	**8.3**	**951,547**	**58.9**	**19,136**	**28,069**	**521,661**	**42.9**	**11,665**	**15,388**	**.0431**	**.0413**
Kankakee	97.6	99.1	1.5	33.9	8.3	951,547	58.9	19,136	28,069	521,661	42.9	11,665	15,388	.0431	.0413
PEORIA	**368.4**	**383.0**	**4.0**	**146.1**	**11.4**	**4,490,835**	**66.8**	**20,541**	**30,738**	**2,285,982**	**51.8**	**11,485**	**15,647**	**.1824**	**.1834**
Peoria	206.6	212.1	2.7	82.9	10.1	2,427,435	61.6	19,944	29,281	1,460,430	49.5	12,971	17,617	.1068	.1049
Tazewell	130.5	135.5	3.8	50.5	11.7	1,607,825	68.9	21,065	31,838	685,679	50.9	10,052	13,578	.0617	.0624
Woodford	31.3	35.4	13.1	12.7	19.8	455,575	90.7	22,542	35,872	139,873	87.6	7,034	11,014	.0139	.0161
△ **QUINCY**	**70.1**	**70.1**	**.0**	**27.1**	**6.3**	**743,536**	**64.7**	**17,705**	**27,437**	**386,366**	**42.3**	**10,651**	**14,257**	**.0321**	**.0311**
Adams	70.1	70.1	.0	27.1	6.3	743,536	64.7	17,705	27,437	386,366	42.3	10,651	14,257	.0321	.0311
ROCKFORD	**270.4**	**270.3**	**.0**	**102.7**	**6.9**	**3,120,407**	**56.8**	**20,702**	**30,384**	**1,619,158**	**37.7**	**12,239**	**15,766**	**.1367**	**.1286**
Boone	27.6	28.5	3.3	10.5	9.4	400,158	72.5	24,165	38,110	148,711	56.5	9,899	14,163	.0140	.0146
Winnebago	242.8	241.8	–.4	92.2	6.6	2,720,249	54.8	20,317	29,504	1,470,447	36.0	12,499	15,948	.1227	.1140
SPRINGFIELD	**187.1**	**199.2**	**6.5**	**83.0**	**15.3**	**2,211,937**	**66.2**	**18,483**	**26,650**	**1,279,415**	**43.5**	**12,385**	**15,415**	**.0962**	**.0947**
Menard	11.2	12.7	13.4	5.2	20.9	145,668	87.5	18,070	28,013	32,721	73.9	4,376	6,293	.0045	.0050
Sangamon	175.9	186.5	6.0	77.8	14.9	2,066,269	64.9	18,509	26,559	1,246,694	42.8	12,894	16,024	.0917	.0897
TOTAL METRO COUNTIES	**9,343.4**	**9,501.3**	**1.7**	**3,482.7**	**7.4**	**109,457,056**	**55.9**	**21,655**	**31,429**	**55,464,396**	**40.7**	**12,156**	**15,926**	**4.7359**	**4.4778**
TOTAL STATE	**11,289.4**	**11,525.5**	**2.1**	**4,266.6**	**7.9**	**130,171,626**	**58.0**	**20,843**	**30,509**	**65,185,768**	**42.8**	**11,546**	**15,278**	**5.5643**	**5.3261**

INDIANA

STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop. (Thous.)	POPULATION 12/31/83 Total Pop. (Thous.)	POPULATION % Change 1978–1983	POPULATION 12/31/83 Total Households (Thous.)	POPULATION % Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1978–1983	EFFECTIVE BUYING INCOME Average Household EBI 1978	EFFECTIVE BUYING INCOME Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	RETAIL SALES % Change 1978–1983	RETAIL SALES Retail Sales Per Household 1978	RETAIL SALES Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
ANDERSON	**137.1**	**137.6**	**.4**	**51.2**	**6.2**	**1,629,631**	**61.2**	**20,972**	**31,829**	**763,254**	**47.9**	**10,710**	**14,907**	**.0664**	**.0649**
Madison	137.1	137.6	.4	51.2	6.2	1,629,631	61.2	20,972	31,829	763,254	47.9	10,710	14,907	.0664	.0649
BLOOMINGTON	**93.9**	**98.4**	**4.8**	**35.4**	**12.7**	**914,109**	**59.9**	**18,202**	**25,822**	**565,794**	**42.5**	**12,647**	**15,983**	**.0430**	**.0415**
Monroe	93.9	98.4	4.8	35.4	12.7	914,109	59.9	18,202	25,822	565,794	42.5	12,647	15,983	.0430	.0415
ELKHART	**134.7**	**129.0**	**–4.2**	**46.0**	**.4**	**1,238,593**	**35.7**	**19,932**	**26,926**	**830,093**	**28.7**	**14,083**	**18,046**	**.0676**	**.0573**
Elkhart	134.7	129.0	–4.2	46.0	.4	1,238,593	35.7	19,932	26,926	830,093	28.7	14,083	18,046	.0676	.0573
EVANSVILLE	**290.9**	**291.3**	**.1**	**107.3**	**5.1**	**2,700,521**	**55.2**	**17,038**	**25,168**	**1,639,247**	**40.1**	**11,456**	**15,277**	**.1300**	**.1218**
Gibson	31.6	31.1	–1.6	11.9	3.5	305,491	56.1	17,015	25,672	145,377	50.0	8,427	12,217	.0132	.0127
Posey	23.4	22.3	–4.7	7.9	.0	198,175	52.3	16,470	25,085	63,509	34.7	5,968	8,039	.0085	.0078
Vanderburgh	160.3	155.8	–2.8	58.1	2.1	1,348,395	42.5	16,626	23,208	1,076,747	32.1	14,327	18,533	.0774	.0678
Warrick	37.2	41.9	12.6	14.8	18.4	425,111	83.9	18,494	28,724	111,150	59.3	5,580	7,510	.0140	.0153
Henderson, Ky.	*38.4*	*40.2*	*4.7*	*14.6*	*9.8*	*423,349*	*79.0*	*17,786*	*28,997*	*242,464*	*72.4*	*10,576*	*16,607*	*.0169*	*.0182*
FORT WAYNE	**372.3**	**368.9**	**–.9**	**130.9**	**4.5**	**3,851,102**	**51.0**	**20,354**	**29,420**	**2,064,672**	**36.5**	**12,071**	**15,773**	**.1779**	**.1633**
Adams	27.1	28.1	3.7	9.5	8.0	263,218	59.6	18,744	27,707	106,385	38.6	8,722	11,198	.0110	.0107
Allen	289.7	286.3	–1.2	102.0	4.4	3,046,977	49.8	20,818	29,872	1,756,634	36.5	13,175	17,222	.1442	.1315
De Kalb	31.4	30.9	–1.6	10.7	2.9	284,169	52.9	17,876	26,558	118,177	35.8	8,368	11,045	.0125	.0117
Wells	24.1	23.6	–2.1	8.7	3.6	256,738	55.1	19,702	29,510	83,476	35.7	7,323	9,595	.0102	.0094
GARY - HAMMOND - EAST CHICAGO	**645.6**	**661.8**	**2.5**	**225.0**	**8.3**	**7,387,013**	**62.3**	**21,897**	**32,831**	**4,073,667**	**50.2**	**13,051**	**18,105**	**.3162**	**.3116**
Lake	539.3	544.1	.9	186.0	6.6	5,886,681	58.4	21,293	31,649	3,500,444	47.4	13,609	18,820	.2653	.2557
Porter	106.3	117.7	10.7	39.0	17.1	1,500,332	79.8	25,061	38,470	573,223	70.0	10,126	14,698	.0509	.0559
INDIANAPOLIS	**1,162.8**	**1,179.8**	**1.5**	**427.8**	**7.0**	**12,446,071**	**51.8**	**20,508**	**29,093**	**7,004,549**	**37.1**	**12,775**	**16,373**	**.5783**	**.5341**
Boone	34.0	36.1	6.2	13.6	12.4	380,484	64.6	19,108	27,977	175,879	54.6	9,402	12,932	.0154	.0155
Hamilton	77.8	96.3	23.8	33.8	31.0	890,920	74.0	19,841	26,359	325,799	61.9	7,801	9,639	.0323	.0351
Hancock	42.6	46.6	9.4	16.4	14.7	464,494	63.7	19,837	28,323	189,125	51.0	8,758	11,532	.0184	.0184
Hendricks	65.1	70.7	8.6	24.5	14.0	801,037	70.2	21,888	32,695	313,888	62.6	8,980	12,812	.0294	.0306
Johnson	74.4	78.0	4.8	25.9	10.7	679,788	51.7	19,153	26,247	384,237	37.4	11,955	14,835	.0325	.0304
Marion	779.2	760.1	–2.5	281.6	3.1	8,418,867	47.1	20,959	29,897	5,250,022	33.7	14,382	18,644	.4140	.3700
Morgan	49.9	52.7	5.6	17.6	10.7	474,112	59.1	18,747	26,938	188,036	41.5	8,360	10,684	.0196	.0192
Shelby	39.8	39.3	–1.3	14.4	4.3	336,369	44.1	16,920	23,359	177,563	31.5	9,785	12,331	.0167	.0149
KOKOMO	**105.4**	**107.4**	**1.9**	**39.2**	**7.1**	**1,393,751**	**69.8**	**22,428**	**35,555**	**773,017**	**58.5**	**13,328**	**19,720**	**.0559**	**.0572**
Howard	89.6	92.6	3.3	33.7	8.7	1,228,735	72.5	22,975	36,461	726,503	60.3	14,616	21,558	.0494	.0514
Tipton	15.8	14.8	–6.3	5.5	–1.8	165,016	51.8	19,406	30,003	46,514	34.1	6,196	8,457	.0065	.0058
LAFAYETTE - WEST LAFAYETTE	**114.7**	**117.6**	**2.5**	**39.8**	**7.6**	**1,073,108**	**50.6**	**19,253**	**26,963**	**575,603**	**32.4**	**11,753**	**14,462**	**.0511**	**.0468**
Tippecanoe	114.7	117.6	2.5	39.8	7.6	1,073,108	50.6	19,253	26,963	575,603	32.4	11,753	14,462	.0511	.0468
△ **MARION**	**85.0**	**85.0**	**.0**	**29.8**	**4.9**	**873,201**	**57.8**	**19,483**	**29,302**	**398,168**	**43.1**	**9,796**	**13,361**	**.0371**	**.0355**
Grant	85.0	85.0	.0	29.8	4.9	873,201	57.8	19,483	29,302	398,168	43.1	9,796	13,361	.0371	.0355
△ **MICHIGAN CITY - LA PORTE**	**105.9**	**103.9**	**–1.9**	**36.2**	**3.7**	**1,010,290**	**46.5**	**19,764**	**27,909**	**555,299**	**35.8**	**11,718**	**15,340**	**.0485**	**.0439**
La Porte	105.9	103.9	–1.9	36.2	3.7	1,010,290	46.5	19,764	27,909	555,299	35.8	11,718	15,340	.0485	.0439
MUNCIE	**126.8**	**124.3**	**–2.0**	**43.5**	**2.8**	**1,290,863**	**53.8**	**19,848**	**29,675**	**672,797**	**50.0**	**10,606**	**15,467**	**.0571**	**.0543**
Delaware	126.8	124.3	–2.0	43.5	2.8	1,290,863	53.8	19,848	29,675	672,797	50.0	10,606	15,467	.0571	.0543
SOUTH BEND	**276.3**	**269.8**	**–2.4**	**95.6**	**2.7**	**2,453,577**	**41.7**	**18,593**	**25,665**	**1,310,505**	**25.5**	**11,218**	**13,708**	**.1236**	**.1068**
Marshall	37.8	39.4	4.2	14.2	9.2	404,275	64.0	18,965	28,470	178,456	44.2	9,520	12,567	.0165	.0163
St. Joseph	238.5	230.4	–3.4	81.4	1.6	2,049,302	38.0	18,533	25,176	1,132,049	23.0	11,493	13,907	.1071	.0905
TERRE HAUTE	**171.6**	**172.1**	**.3**	**65.6**	**5.5**	**1,551,071**	**52.6**	**16,342**	**23,644**	**1,179,850**	**41.5**	**13,403**	**17,986**	**.0814**	**.0757**
Clay	23.8	24.8	4.2	10.1	11.0	258,316	70.4	16,655	25,576	124,882	56.3	8,780	12,365	.0104	.0106

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
IND. (cont.)															
Sullivan	19.9	20.4	2.5	8.5	9.0	201,061	67.3	15,410	23,654	52,340	48.1	4,532	6,158	.0072	.0072
Vermillion	17.1	16.6	−2.9	6.4	−1.5	123,105	36.2	13,907	19,235	72,387	30.2	8,554	11,310	.0066	.0057
Vigo	110.8	110.3	−.5	40.6	4.6	968,589	48.0	16,863	23,857	930,241	40.3	17,083	22,912	.0572	.0522
TOTAL METRO COUNTIES	**3,960.7**	**3,991.2**	**.8**	**1,425.5**	**6.2**	**40,834,457**	**53.2**	**19,860**	**28,646**	**23,129,818**	**39.7**	**12,336**	**16,226**	**1.8931**	**1.7663**
TOTAL STATE	**5,361.4**	**5,414.6**	**1.0**	**1,942.7**	**6.4**	**53,395,663**	**53.5**	**19,049**	**27,485**	**29,168,434**	**39.6**	**11,446**	**15,014**	**2.4623**	**2.3012**
IOWA															
CEDAR RAPIDS	**169.6**	**174.4**	**2.8**	**63.4**	**8.6**	**1,712,894**	**52.3**	**19,257**	**27,017**	**958,755**	**45.4**	**11,289**	**15,122**	**.0787**	**.0745**
Linn	169.6	174.4	2.8	63.4	8.6	1,712,894	52.3	19,257	27,017	958,755	45.4	11,289	15,122	.0787	.0745
DAVENPORT - ROCK ISLAND - MOLINE	**376.9**	**387.7**	**2.9**	**148.4**	**10.8**	**4,514,413**	**64.7**	**20,465**	**30,421**	**2,241,482**	**50.0**	**11,164**	**15,104**	**.1843**	**.1833**
Scott	154.8	163.1	5.4	58.8	11.4	1,634,038	55.6	19,890	27,790	983,599	46.1	12,747	16,728	.0753	.0724
Henry, Ill.	*56.9*	*59.4*	*4.4*	*23.5*	*13.0*	*700,318*	*75.5*	*19,189*	*29,801*	*250,226*	*56.7*	*7,675*	*10,648*	*.0249*	*.0260*
Rock Island, Ill.	*165.2*	*165.2*	*.0*	*66.1*	*9.6*	*2,180,057*	*68.9*	*21,409*	*32,981*	*1,007,657*	*52.2*	*10,980*	*15,244*	*.0841*	*.0849*
DES MOINES	**334.1**	**347.6**	**4.0**	**132.1**	**10.8**	**3,874,309**	**59.8**	**20,336**	**29,329**	**2,241,475**	**51.7**	**12,399**	**16,968**	**.1690**	**.1659**
Polk	300.9	310.5	3.2	119.6	10.2	3,570,595	59.8	20,596	29,854	2,132,574	51.2	12,998	17,831	.1568	.1537
Warren	33.2	37.1	11.7	12.5	16.8	303,714	60.4	17,698	24,297	108,901	60.9	6,326	8,712	.0122	.0122
DUBUQUE	**97.3**	**104.2**	**7.1**	**32.6**	**13.2**	**1,021,201**	**71.2**	**20,716**	**31,325**	**664,672**	**59.5**	**14,473**	**20,389**	**.0449**	**.0466**
Dubuque	97.3	104.2	7.1	32.6	13.2	1,021,201	71.2	20,716	31,325	664,672	59.5	14,473	20,389	.0449	.0466
IOWA CITY	**80.0**	**87.3**	**9.1**	**31.9**	**15.6**	**718,167**	**53.8**	**16,915**	**22,513**	**416,163**	**47.4**	**10,226**	**13,046**	**.0338**	**.0328**
Johnson	80.0	87.3	9.1	31.9	15.6	718,167	53.8	16,915	22,513	416,163	47.4	10,226	13,046	.0338	.0328
SIOUX CITY	**123.1**	**128.2**	**4.1**	**46.8**	**9.3**	**1,226,162**	**60.2**	**17,882**	**26,200**	**835,915**	**56.6**	**12,471**	**17,861**	**.0573**	**.0572**
Woodbury	105.6	107.2	1.5	39.7	7.0	1,056,596	58.1	18,012	26,615	762,357	56.3	13,148	19,203	.0507	.0499
Dakota, Neb.	*17.5*	*21.0*	*20.0*	*7.1*	*24.6*	*169,566*	*74.6*	*17,038*	*23,883*	*73,558*	*60.1*	*8,063*	*10,360*	*.0066*	*.0073*
WATERLOO - CEDAR FALLS	**136.9**	**144.4**	**5.5**	**50.5**	**12.0**	**1,589,116**	**68.9**	**20,867**	**31,468**	**1,015,007**	**60.2**	**14,052**	**20,099**	**.0685**	**.0705**
Black Hawk	136.9	144.4	5.5	50.5	12.0	1,589,116	68.9	20,867	31,468	1,015,007	60.2	14,052	20,099	.0685	.0705
TOTAL METRO COUNTIES	**1,166.1**	**1,217.1**	**4.4**	**440.4**	**10.5**	**12,501,520**	**59.7**	**19,648**	**28,387**	**7,502,758**	**52.4**	**12,354**	**17,036**	**.5590**	**.5504**
TOTAL STATE	**2,917.2**	**2,985.7**	**2.3**	**1,105.1**	**7.8**	**29,954,981**	**59.5**	**18,325**	**27,106**	**15,618,551**	**51.2**	**10,076**	**14,133**	**1.2968**	**1.2690**

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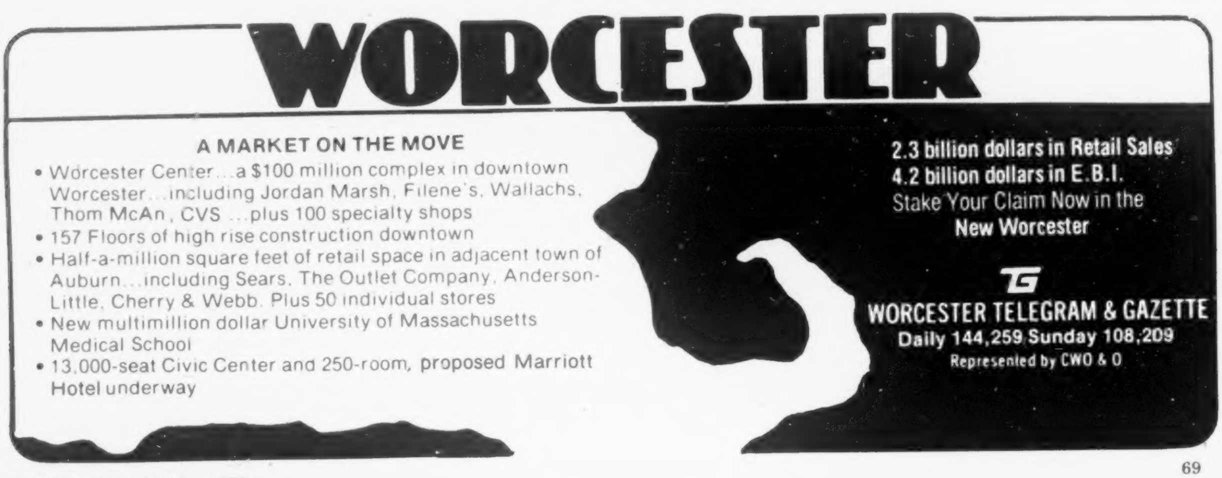
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
KANSAS															
LAWRENCE	**66.2**	**67.8**	**2.4**	**23.9**	**7.7**	**566,642**	**48.8**	**17,149**	**23,709**	**337,691**	**34.5**	**11,308**	**14,129**	**.0284**	**.0260**
Douglas	66.2	67.8	2.4	23.9	7.7	566,642	48.8	17,149	23,709	337,691	34.5	11,308	14,129	.0284	.0260
TOPEKA	**187.2**	**189.9**	**1.4**	**71.7**	**6.7**	**1,767,002**	**49.0**	**17,643**	**24,644**	**1,223,488**	**47.0**	**12,385**	**17,064**	**.0887**	**.0832**
Jefferson	14.5	15.7	8.3	5.5	10.0	109,390	50.2	14,568	19,889	36,419	41.0	5,167	6,622	.0048	.0045
Osage	14.3	15.5	8.4	6.2	12.7	123,442	61.2	13,920	19,910	58,507	59.4	6,673	9,437	.0052	.0055
Shawnee	158.4	158.7	.2	60.0	5.8	1,534,170	48.1	18,275	25,570	1,128,562	46.6	13,576	18,809	.0787	.0732
WICHITA	**397.0**	**414.1**	**4.3**	**156.3**	**10.2**	**4,509,177**	**62.7**	**19,544**	**28,850**	**2,649,390**	**51.3**	**12,348**	**16,951**	**.1968**	**.1951**
Butler	43.3	47.3	9.2	18.4	15.0	489,912	75.9	17,409	26,626	230,689	63.0	8,843	12,537	.0189	.0201
Sedgwick	353.7	366.8	3.7	137.9	9.6	4,019,265	61.2	19,816	29,146	2,418,701	50.3	12,794	17,540	.1779	.1750
TOTAL METRO COUNTIES	**1,086.8**	**1,119.5**	**3.0**	**413.0**	**8.5**	**12,187,685**	**56.1**	**20,505**	**29,510**	**7,170,303**	**50.7**	**12,498**	**17,362**	**.5448**	**.5275**
TOTAL STATE	**2,366.0**	**2,432.5**	**2.8**	**926.5**	**8.2**	**24,477,558**	**58.4**	**18,052**	**26,434**	**13,437,057**	**49.8**	**10,476**	**14,511**	**1.0812**	**1.0521**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**160.7**	**191.0**	**18.9**	**58.3**	**24.6**	**1,424,963**	**79.9**	**16,929**	**24,442**	**912,577**	**78.7**	**10,915**	**15,653**	**.0609**	**.0686**
Christian	74.5	83.6	12.2	25.2	18.3	662,802	81.0	17,190	26,302	388,616	68.3	10,839	15,421	.0280	.0307
Montgomery, Tenn.	*86.2*	*107.4*	*24.6*	*33.1*	*29.8*	*762,161*	*78.9*	*16,711*	*23,026*	*523,961*	*87.2*	*10,978*	*15,830*	*.0329*	*.0379*
HUNTINGTON - ASHLAND	**298.1**	**305.1**	**2.3**	**112.4**	**7.1**	**2,824,088**	**63.3**	**16,490**	**25,125**	**1,670,315**	**55.4**	**10,247**	**14,860**	**.1268**	**.1263**
Boyd	53.3	53.1	–.4	19.0	3.3	553,112	61.0	18,669	29,111	381,307	55.1	13,358	20,069	.0258	.0254
Greenup	34.7	38.0	9.5	12.8	15.3	376,460	84.0	18,429	29,411	167,458	97.8	7,627	13,083	.0135	.0154
Lawrence, Ohio	*62.9*	*64.0*	*1.7*	*23.2*	*6.9*	*417,894*	*46.2*	*13,174*	*18,013*	*247,850*	*25.5*	*9,103*	*10,683*	*.0229*	*.0203*
Cabell, W. Va.	*105.8*	*106.3*	*.5*	*41.7*	*5.6*	*1,114,582*	*62.6*	*17,350*	*26,729*	*713,754*	*54.7*	*11,683*	*17,116*	*.0504*	*.0500*
Wayne, W. Va.	*41.4*	*43.7*	*5.6*	*15.7*	*10.6*	*362,040*	*71.9*	*14,827*	*23,060*	*159,946*	*87.2*	*6,016*	*10,188*	*.0142*	*.0152*
LEXINGTON-FAYETTE	**305.4**	**324.4**	**6.2**	**115.2**	**10.9**	**3,315,773**	**68.1**	**18,983**	**28,783**	**1,989,194**	**62.5**	**11,781**	**17,267**	**.1412**	**.1458**
Bourbon	19.3	18.7	–3.1	6.8	.0	189,769	57.8	17,689	27,907	72,310	54.1	6,899	10,634	.0078	.0073
Clark	27.7	29.4	6.1	10.6	11.6	267,889	70.1	16,576	25,273	165,330	67.1	10,418	15,597	.0116	.0121
Fayette	195.5	207.3	6.0	73.6	10.8	2,234,777	67.3	20,116	30,364	1,543,431	62.4	14,316	20,971	.0990	.1023
Jessamine	24.9	28.3	13.7	9.8	18.1	281,790	90.1	17,860	28,754	87,526	81.4	5,814	8,931	.0092	.0105
Scott	20.0	20.9	4.5	7.4	8.8	173,761	63.4	15,642	23,481	66,177	51.5	6,426	8,943	.0071	.0070
Woodford	18.0	19.8	10.0	7.0	14.8	167,787	60.9	17,096	23,970	54,420	52.6	5,846	7,774	.0065	.0066
LOUISVILLE	**894.2**	**903.3**	**1.0**	**325.8**	**6.2**	**9,940,355**	**58.7**	**20,404**	**30,511**	**5,228,634**	**49.0**	**11,437**	**16,049**	**.4275**	**.4146**
Bullitt	38.0	47.0	23.7	14.6	28.1	308,702	81.9	14,884	21,144	77,021	74.8	3,865	5,275	.0109	.0125
Jefferson	689.6	676.4	–1.9	248.0	3.5	8,279,297	60.1	21,592	33,384	4,260,775	51.1	11,774	17,181	.3457	.3366
Oldham	23.0	30.4	32.2	8.9	32.8	183,317	75.7	15,571	20,597	50,559	52.2	4,957	5,681	.0070	.0077
Clark, Ind.	*86.0*	*92.9*	*8.0*	*33.2*	*14.1*	*692,698*	*47.0*	*16,189*	*20,864*	*611,984*	*39.3*	*15,099*	*18,433*	*.0403*	*.0373*
Floyd, Ind.	*57.6*	*56.6*	*–1.7*	*21.1*	*4.5*	*476,341*	*37.9*	*17,106*	*22,575*	*228,295*	*31.7*	*8,581*	*10,820*	*.0236*	*.0205*
OWENSBORO	**83.8**	**85.4**	**1.9**	**29.3**	**6.5**	**840,785**	**64.7**	**18,569**	**28,696**	**502,272**	**59.1**	**11,479**	**17,142**	**.0369**	**.0373**
Daviess	83.8	85.4	1.9	29.3	6.5	840,785	64.7	18,569	28,696	502,272	59.1	11,479	17,142	.0369	.0373
TOTAL METRO COUNTIES	**1,598.4**	**1,641.9**	**2.7**	**576.7**	**7.4**	**17,524,323**	**64.2**	**19,873**	**30,387**	**9,421,748**	**57.1**	**11,164**	**16,337**	**.7362**	**.7400**
TOTAL STATE	**3,524.2**	**3,750.0**	**6.4**	**1,307.4**	**10.7**	**33,629,339**	**70.8**	**16,683**	**25,722**	**18,846,468**	**63.9**	**9,742**	**14,415**	**1.4266**	**1.4899**
LOUISIANA															
ALEXANDRIA	**140.7**	**146.9**	**4.4**	**47.9**	**9.1**	**1,084,711**	**64.4**	**15,034**	**22,645**	**743,395**	**64.2**	**10,310**	**15,520**	**.0524**	**.0536**
Grant	14.8	16.3	10.1	6.1	17.3	117,733	83.5	12,337	19,300	40,928	82.5	4,313	6,710	.0044	.0050
Rapides	125.9	130.6	3.7	41.8	8.0	966,978	62.3	15,396	23,133	702,467	63.3	11,116	16,805	.0480	.0486
BATON ROUGE	**449.6**	**478.2**	**6.4**	**170.6**	**15.3**	**5,172,031**	**75.1**	**19,955**	**30,317**	**2,581,839**	**68.3**	**10,366**	**15,134**	**.1996**	**.2131**
Ascension	44.1	47.8	8.4	15.0	12.8	394,206	74.1	17,020	26,280	235,708	83.6	9,653	15,714	.0165	.0181
East Baton Rouge	337.4	352.6	4.5	130.2	14.5	4,167,490	73.9	21,080	32,008	2,078,681	64.1	11,143	15,965	.1605	.1689
Livingston	49.9	58.1	16.4	18.9	21.9	461,642	87.0	15,926	24,426	211,282	96.4	6,942	11,179	.0170	.0199
West Baton Rouge	18.2	19.7	8.2	6.5	18.2	148,693	78.6	15,135	22,876	56,168	79.4	5,693	8,641	.0056	.0062
LAFAYETTE	**136.1**	**147.9**	**8.7**	**48.6**	**15.2**	**1,496,583**	**79.1**	**19,802**	**30,794**	**1,046,727**	**81.8**	**13,647**	**21,538**	**.0625**	**.0696**
Lafayette	136.1	147.9	8.7	48.6	15.2	1,496,583	79.1	19,802	30,794	1,046,727	81.8	13,647	21,538	.0625	.0696
LAKE CHARLES	**157.6**	**166.4**	**5.6**	**59.5**	**13.5**	**1,574,125**	**70.2**	**17,654**	**26,456**	**1,022,399**	**69.6**	**11,503**	**17,183**	**.0686**	**.0723**
Calcasieu	157.6	166.4	5.6	59.5	13.5	1,574,125	70.2	17,654	26,456	1,022,399	69.6	11,503	17,183	.0686	.0723
MONROE	**134.2**	**145.5**	**8.4**	**53.4**	**17.1**	**1,431,098**	**81.0**	**17,342**	**26,800**	**907,841**	**77.2**	**11,236**	**17,001**	**.0585**	**.0646**
Ouachita	134.2	145.5	8.4	53.4	17.1	1,431,098	81.0	17,342	26,800	907,841	77.2	11,236	17,001	.0585	.0646
NEW ORLEANS	**1,152.2**	**1,192.1**	**3.5**	**438.7**	**10.7**	**13,130,401**	**67.8**	**19,746**	**29,930**	**7,288,630**	**67.3**	**10,992**	**16,614**	**.5366**	**.5567**
Jefferson	434.3	471.5	8.6	164.5	17.2	5,603,419	76.9	22,556	34,063	3,797,050	73.5	15,589	23,082	.2298	.2505
Orleans	565.6	547.0	–3.3	214.3	3.4	5,995,799	58.7	18,227	27,979	2,790,553	58.0	8,517	13,022	.2474	.2417
St. Bernard	60.9	63.1	3.6	21.3	12.1	632,345	66.7	19,964	29,688	276,100	65.1	8,802	12,962	.0249	.0257
St. Tammany	91.4	110.5	20.9	38.6	30.0	898,838	78.8	16,923	23,286	424,927	80.4	7,931	11,008	.0345	.0388
SHREVEPORT	**361.7**	**377.1**	**4.3**	**135.0**	**10.7**	**3,427,204**	**66.7**	**16,852**	**25,387**	**2,136,406**	**63.9**	**10,687**	**15,825**	**.1521**	**.1566**
Bossier	74.6	78.9	5.8	25.4	9.5	605,025	61.0	16,195	23,820	354,808	71.4	8,924	13,969	.0275	.0282
Caddo	246.5	257.3	4.4	94.6	11.8	2,511,912	69.5	17,520	26,553	1,589,139	63.5	11.486	16,799	.1096	.1135
Webster	40.6	40.9	.7	15.0	5.6	310,267	56.7	13,942	20,684	192,459	53.9	8.804	12,831	.0152	.0149
TOTAL METRO COUNTIES	**2,532.1**	**2,654.1**	**4.8**	**953.7**	**12.1**	**27,316,153**	**70.2**	**18,869**	**28,642**	**15,727,237**	**68.4**	**10,980**	**16,491**	**1.1303**	**1.1865**
TOTAL STATE	**3,986.2**	**4,164.2**	**4.5**	**1,434.9**	**11.1**	**38,133,911**	**69.5**	**17,420**	**26,576**	**21,887,083**	**68.3**	**10,069**	**15,253**	**1.6212**	**1.6938**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MAINE															
△ BANGOR	140.6	152.4	8.4	51.8	14.3	1,252,256	68.3	16,421	24,175	877,264	53.7	12,602	16,936	.0595	.0608
Penobscot	140.6	152.4	8.4	51.8	14.3	1,252,256	68.3	16,421	24,175	877,264	53.7	12,602	16,936	.0595	.0608
LEWISTON - AUBURN	94.8	96.3	1.6	35.8	6.9	724,228	48.4	14,566	20,230	480,867	35.9	10,565	13,432	.0386	.0352
Androscoggin	94.8	96.3	1.6	35.8	6.9	724,228	48.4	14,566	20,230	480,867	35.9	10,565	13,432	.0386	.0352
PORTLAND	232.9	240.8	3.4	88.8	8.8	2,296,347	59.5	17,639	25.860	1,520,056	46.8	12,691	17,118	.1090	.1059
Cumberland	205.8	212.7	3.4	78.2	8.6	2,073,517	59.9	18,012	26,516	1,418,385	47.1	13,396	18,138	.0991	.0962
Sagadahoc	27.1	28.1	3.7	10.6	10.4	222,830	56.4	14,840	21,022	101,671	43.0	7,408	9,592	.0099	.0097
TOTAL METRO COUNTIES	468.3	489.5	4.5	176.4	10.0	4,272,831	60.0	16,653	24,222	2,878,187	46.8	12,222	16,316	.2071	.2019
TOTAL STATE	1,100.0	1,169.6	6.3	420.4	12.0	9,835,938	64.0	15,973	23,397	6,114,418	52.7	10,667	14,544	.4554	.4563
MARYLAND															
BALTIMORE	2,164.6	2,293.9	6.0	846.3	14.2	21,772,337	59.8	18,379	25,727	10,448,339	53.6	9,175	12,346	.9198	.9120
Anne Arundel	360.2	407.4	13.1	140.2	22.0	3,437,033	60.1	18,688	24,515	1,939,116	65.0	10,230	13,831	.1506	.1548
Baltimore	649.8	694.9	6.9	261.5	16.3	8,058,898	63.1	21,966	30,818	3,261,130	53.5	9,446	12,471	.3086	.3099
Baltimore city	799.4	751.6	-6.0	289.7	1.1	6,163,595	43.1	15,032	21,276	3,426,497	36.2	8,781	11,828	.3148	.2781
Carroll	91.7	111.0	21.0	39.6	31.1	897,472	78.4	16,662	22,663	411,601	75.3	7,773	10,394	.0345	.0385
Harford	147.1	171.5	16.6	60.2	26.2	1,571,852	73.5	18,992	26,110	804,916	81.4	9,304	13,371	.0611	.0675
Howard	116.4	157.5	35.3	55.1	49.3	1,643,487	101.1	22,152	29,827	605,079	98.1	8,277	10,981	.0502	.0632
△ HAGERSTOWN	109.5	118.1	7.9	44.8	14.9	1,047,629	70.8	15,727	23,385	659,064	69.8	9,952	14,711	.0454	.0482
Washington	109.5	118.1	7.9	44.8	14.9	1,047,629	70.8	15,727	23,385	659,064	69.8	9,952	14,711	.0454	.0482
TOTAL METRO COUNTIES	3,560.8	3,866.3	5.6	1,399.8	13.1	40,761,724	59.9	20,594	29,120	20,655,954	57.3	10,609	14,756	1.7001	1.6959
TOTAL STATE	4,185.2	4,449.6	6.3	1,614.2	13.7	45,399,994	61.1	19,851	28,125	24,056,221	59.5	10,624	14,903	1.9133	1.9257
MASSACHUSETTS															
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,914.6	4,033.9	3.0	1,481.3	9.4	41,916,987	50.8	20,520	28,297	22,515,204	53.6	10,826	15,200	1.8594	1.7786
Essex	623.1	620.5	-.4	236.7	6.2	6,561,906	47.6	19,941	27,722	3,734,879	49.1	11,239	15,779	.3029	.2823
Middlesex	1,390.4	1,429.2	2.8	512.6	9.4	14,676,811	46.4	21,404	28,632	7,399,931	47.8	10,687	14,436	.6586	.6128
Norfolk	620.0	641.8	3.5	226.0	10.1	8,122,910	55.7	25,418	35,942	4,108,584	63.9	12,217	18,180	.3296	.3266
Plymouth	399.7	444.9	11.3	155.8	18.6	4,076,260	60.5	19,323	26,163	2,323,521	65.2	10,707	14,913	.1761	.1807
Suffolk	701.2	687.8	-1.9	278.6	4.2	6,365,714	44.3	16,498	22,849	3,469,371	43.2	9,058	12,453	.3059	.2778
Rockingham, N. H.	*180.2*	*209.7*	*16.4*	*71.6*	*21.6*	*2,113,386*	*83.5*	*19,554*	*29,517*	*1,478,918*	*81.7*	*13,818*	*20,655*	*.0863*	*.0984*
NEW BEDFORD - FALL RIVER	467.2	490.2	4.9	187.5	12.0	4,324,347	55.8	16,582	23,063	2,416,501	59.8	9,032	12,888	.1943	.1920
Bristol	467.2	490.2	4.9	187.5	12.0	4,324,347	55.8	16,582	23,063	2,416,501	59.8	9,032	12,888	.1943	.1920
PITTSFIELD	141.9	143.0	.8	53.6	7.0	1,538,213	56.6	19,600	28,698	868,381	58.6	10,932	16,201	.0671	.0658
Berkshire	141.9	143.0	.8	53.6	7.0	1,538,213	56.6	19,600	28,698	868,381	58.6	10,932	16,201	.0671	.0658
SPRINGFIELD - CHICOPEE - HOLYOKE	590.1	608.2	3.1	221.1	9.3	5,478,641	48.2	18,289	24,779	2,866,422	52.8	9,280	12,964	.2509	.2377
Hampden	455.8	459.6	.8	173.1	7.2	4,370,717	47.4	18,365	25,250	2,362,412	52.5	9,594	13,648	.2013	.1891
Hampshire	134.3	148.6	10.6	48.0	17.9	1,107,924	51.4	17,984	23,082	504,010	54.2	8,033	10,500	.0496	.0486
WORCESTER - FITCHBURG - LEOMINSTER	643.8	670.1	4.1	243.9	11.2	6,701,040	57.9	19,349	27,475	3,766,923	64.8	10,418	15,445	.2900	.2904
Worcester	643.8	670.1	4.1	243.9	11.2	6,701,040	57.9	19,349	27,475	3,766,923	64.8	10,418	15,445	.2900	.2904
TOTAL METRO COUNTIES	5,577.4	5,735.7	2.8	2,115.8	9.4	57,845,842	50.9	19,819	27,340	30,954,513	54.2	10,374	14,630	2.5754	2.4661
TOTAL STATE	5,802.1	6,007.4	3.5	2,225.5	10.2	60,154,383	51.4	19,660	27,030	32,716,906	54.6	10,476	14,701	2.6841	2.5810



WORCESTER

A MARKET ON THE MOVE

- Worcester Center...a $100 million complex in downtown Worcester...including Jordan Marsh, Filene's, Wallachs, Thom McAn, CVS ...plus 100 specialty shops
- 157 Floors of high rise construction downtown
- Half-a-million square feet of retail space in adjacent town of Auburn...including Sears, The Outlet Company, Anderson-Little, Cherry & Webb. Plus 50 individual stores
- New multimillion dollar University of Massachusetts Medical School
- 13,000-seat Civic Center and 250-room, proposed Marriott Hotel underway

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

TG
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MICHIGAN															
ANN ARBOR	255.1	267.9	5.0	93.7	11.4	3,454,658	67.2	24,570	36,869	1,713,379	51.3	13,470	18,286	.1367	.1378
Washtenaw	255.1	267.9	5.0	93.7	11.4	3,454,658	67.2	24,570	36,869	1,713,379	51.3	13,470	18,286	.1367	.1378
BATTLE CREEK	182.6	185.2	1.4	68.8	7.7	1,767,117	51.5	18,260	25,685	792,142	33.5	9,289	11,514	.0789	.0726
Barry	42.5	45.4	6.8	16.2	13.3	361,754	55.8	16,236	22,330	91,637	42.4	4,501	5,657	.0143	.0139
Calhoun	140.1	139.8	-.2	52.6	6.0	1,405,363	50.4	18,843	26,718	700,505	32.4	10,669	13,318	.0646	.0587
BAY CITY	119.9	120.4	.4	42.3	7.9	1,214,671	59.3	19,453	28,716	699,065	42.9	12,479	16,526	.0554	.0529
Bay	119.9	120.4	.4	42.3	7.9	1,214,671	59.3	19,453	28,716	699,065	42.9	12,479	16,526	.0554	.0529
△ **BENTON HARBOR - ST. JOSEPH**	217.2	229.5	5.7	86.1	12.7	1,669,987	43.1	15,274	19,396	961,662	31.8	9,553	11,169	.0872	.0783
Berrien	172.2	183.1	6.3	68.7	13.4	1,340,923	43.7	15,395	19,519	842,321	30.6	10,639	12,261	.0718	.0644
Cass	45.0	46.4	3.1	17.4	10.1	329,064	40.6	14,809	18,912	119,341	40.3	5,384	6,859	.0154	.0139
DETROIT	4,384.6	4,332.3	-1.2	1,566.7	6.0	55,225,742	58.2	23,623	35,250	24,926,649	41.3	11,938	15,910	2.2585	2.1474
Lapeer	67.9	76.0	11.9	25.1	23.0	519,523	56.1	16,318	20,698	234,673	60.3	7,177	9,350	.0231	.0232
Livingston	90.6	112.7	24.4	38.7	34.4	771,368	60.5	16,688	19,932	298,714	41.4	7,334	7,719	.0326	.0334
Macomb	695.4	732.2	5.3	243.7	12.4	9,222,314	68.8	25,196	37,843	3,835,773	57.9	11,207	15,740	.3422	.3517
Oakland	992.8	1,032.8	4.0	365.1	12.7	15,163,435	64.0	28,523	41,532	7,005,537	46.0	14,807	19,188	.5875	.5799
St. Clair	132.9	139.6	5.0	50.8	11.6	1,353,665	61.8	18,384	26,647	687,474	44.6	10,446	13,533	.0586	.0573
Wayne	2,405.0	2,239.0	-6.9	843.3	.1	28,195,437	52.0	22,030	33,435	12,864,478	34.3	11,375	15,255	1.2145	1.1019
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,639.7*	*4,600.2*	*-.9*	*1,660.4*	*6.3*	*58,680,400*	*58.7*	*23,674*	*35,341*	*26,640,028*	*41.9*	*12,020*	*16,044*	*2.3952*	*2.2852*
FLINT	519.4	517.9	-.3	185.7	6.7	6,577,066	63.4	23,122	35,418	3,220,999	48.1	12,492	17,345	.2668	.2619
Genesee	448.2	444.1	-.9	159.7	6.1	5,991,449	65.3	24,076	37,517	2,944,486	50.2	13,025	18,438	.2386	.2364
Shiawassee	71.2	73.8	3.7	26.0	10.2	585,617	45.7	17,034	22,524	276,513	28.9	9,092	10,635	.0282	.0255
GRAND RAPIDS	579.1	611.3	5.6	215.9	12.5	5,253,359	51.2	18,101	24,332	3,206,203	44.6	11,556	14,850	.2546	.2410
Kent	430.4	450.7	4.7	162.2	11.4	4,039,706	51.2	18,353	24,906	2,543,706	43.8	12,150	15,683	.1969	.1855
Ottawa	148.7	160.6	8.0	53.7	16.0	1,213,653	51.4	17,309	22,601	662,497	47.7	9,685	12,337	.0577	.0555
JACKSON	151.0	157.4	4.2	56.0	11.1	1,274,521	44.9	17,447	22,759	788,900	43.6	10,897	14,088	.0644	.0595
Jackson	151.0	157.4	4.2	56.0	11.1	1,274,521	44.9	17,447	22,759	788,900	43.6	10,897	14,088	.0644	.0595
KALAMAZOO - PORTAGE	272.1	282.1	3.7	100.9	10.4	2,341,977	45.1	17,653	23,211	1,377,077	38.0	10,917	13,648	.1173	.1071
Kalamazoo	209.2	215.6	3.1	76.0	9.7	1,827,926	42.5	18,507	24,052	1,111,090	36.8	11,717	14,620	.0933	.0842
Van Buren	62.9	66.5	5.7	24.9	12.7	514,051	55.3	14,974	20,645	265,987	43.1	8,411	10,682	.0240	.0229

Look at WKZO—the big buy for radio in Western Michigan

The WKZO Kalamazoo market is 12 counties big (nearest competitor, five) per Circulation Pulse '72, latest available.

Outside Kalamazoo county, WKZO reaches three times more adults than all competing stations combined.

This market is rich—more than $7 billion in effective buying income and $4.2 billion in retail sales.*

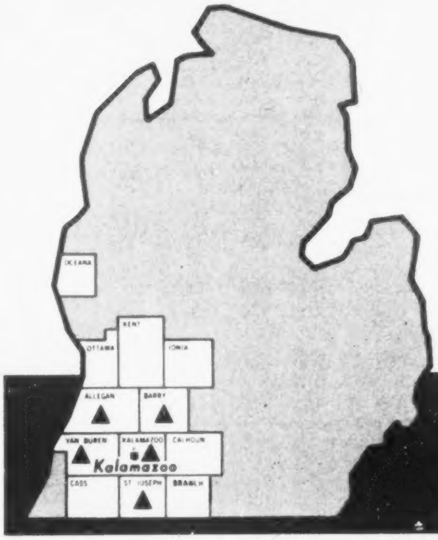
*Arbitron/ADI, Feb. 1978

▲ WKZO is Kalamazoo's Top-ranked Adult Station

During both the broadcast day and week, WKZO delivers 39% more adults 18+ than its closest competitor. More of the male audience 18+ and 25+ listen to WKZO during early drive time than to all five competitors combined. And, more women 18+ and 25+ listen to WKZO during early drive time than to any other station in the market any time of day.**

WKZO is the undisputed adult leader, reaching and selling the affluent mature radio listener in Kalamazoo.

**Arbitron April/May 1978



The Fetzer Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJFM GRAND RAPIDS-KALAMAZOO
WWAM-WKJF(FM) CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV / CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV / LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.
KMEG-TV SIOUX CITY, IOWA

WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Buckley Radio Sales, Inc., National Representatives

The Dynamite Dozen.

How would you like to reach 12 upper income communities where 73% of the adults have an average household income of $25,000? You can—with us. Our powerful market could have been custom built just for you. We reach more than 150,000 homes in Birmingham, West Bloomfield, Troy, Rochester, Southfield, Farmington, Redford, Livonia, Plymouth, Canton, Westland and Garden City.

When you advertise in the 12 Observer & Eccentric Newspapers, you advertise in papers that reach more people in their own hometowns combined than the Detroit Free Press or the News.

You can't beat our combination of penetration and purchasing power. Call us today. And ask for our TNT Report—it's dynamite.

Observer & Eccentric
NEWSPAPERS

36251 Schoolcraft
Livonia, MI 48150
313-591-2300

1225 Bowers
Birmingham, MI 48012
313-644-1100

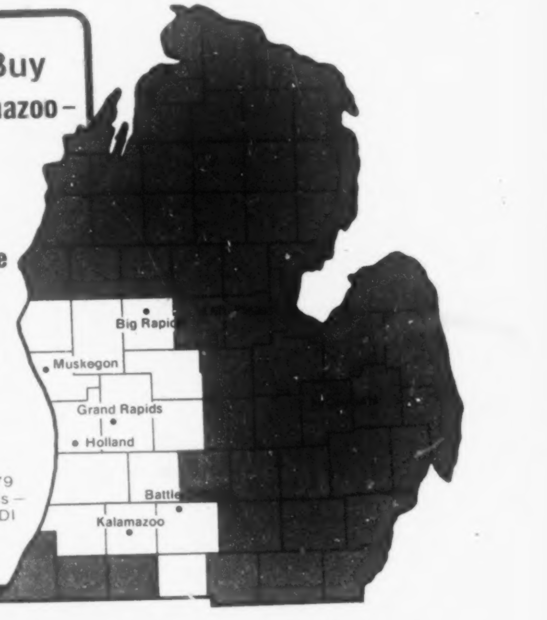
ACTIVE
3
WKZO-TV KALAMAZOO

Top 50 — Best Buy

Grand Rapids - Kalamazoo - Battle Creek

- 39th market in TV households
- 40th market in effective buying income — $7.8 billion
- $1.0 billion food store sales

Source: Arbitron ADI, 1978-79 broadcast year. Grand Rapids — Kalamazoo — Battle Creek ADI



You can get top-share of your prime-adult audience in Grand Rapids — Kalamazoo — Battle Creek with the market's number one adult station — WKZO-TV.*

- One of the lowest CPM among the top 50 markets
- CBS affiliation
- Ask your Avery-Knodel representative about WKZO-TV.

*Source Feb. '78 Arbitron
9 a.m. to 12 midnight
Sunday through Saturday

A Fetzer Station

WKZO-TV
Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MICH. (cont.)															
LANSING - EAST LANSING	458.6	477.8	4.2	175.2	13.5	5,765,066	69.8	22,006	32,906	2,791,158	57.9	11,457	15,931	.2245	.2306
Clinton	54.7	54.6	-.2	19.9	11.8	580,382	62.1	20,112	29,165	213,665	67.2	7,179	10,737	.0221	.0221
Eaton	81.5	87.3	7.1	32.9	19.2	855,019	60.4	19,319	25,988	555,137	47.4	13,649	16,873	.0398	.0390
Ingham	273.4	281.5	3.0	103.8	11.3	3,837,821	72.4	23,860	36,973	1,807,836	60.4	12,077	17,417	.1435	.1492
Ionia	49.0	54.4	11.0	18.6	19.2	491,844	76.8	17,832	26,443	214,520	57.1	8,755	11,533	.0191	.0203
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	178.6	183.7	2.9	65.5	9.2	1,277,608	40.8	15,122	19,505	750,524	35.3	9,245	11,458	.0681	.0610
Muskegon	156.3	160.1	2.4	57.1	8.8	1,143,130	40.4	15,506	20,020	686,567	35.5	9,650	12,024	.0611	.0546
Oceana	22.3	23.6	5.8	8.4	12.0	134,478	44.1	12,441	16,009	63,957	33.1	6,406	7,614	.0070	.0064
SAGINAW	227.3	232.6	2.3	80.5	9.7	2,899,245	71.7	23,001	36,015	1,526,731	56.5	13,294	18,966	.1151	.1184
Saginaw	227.3	232.6	2.3	80.5	9.7	2,899,245	71.7	23,001	36,015	1,526,731	56.5	13,294	18,966	.1151	.1184
TOTAL METRO COUNTIES	7,676.3	7,737.1	.8	2,784.2	8.0	90,356,069	58.5	22,107	32,453	43,335,930	43.5	11,712	15,565	3.7861	3.6295
TOTAL STATE	9,201.3	9,387.8	2.0	3,380.6	9.2	101,991,536	58.3	20,813	30,170	50,827,708	42.9	11,486	15,035	4.3805	4.1983
MINNESOTA															
DULUTH - SUPERIOR	265.5	274.5	3.4	107.5	11.1	2,632,681	63.0	16,682	24,490	1,768,168	58.6	11,518	16,448	.1212	.1218
St. Louis	220.4	228.5	3.7	89.1	11.2	2,173,758	62.0	16,754	24,397	1,507,234	59.3	11,810	16,915	.1014	.1018
Douglas, Wisc.	*45.1*	*46.0*	*2.0*	*18.4*	*10.2*	*458,923*	*68.2*	*16,337*	*24,941*	*260,934*	*54.4*	*10,120*	*14,181*	*.0198*	*.0200*
FARGO - MOORHEAD	135.8	145.9	7.4	51.3	14.3	1,416,205	65.4	19,068	27,606	969,115	51.4	14,259	18,891	.0655	.0659
Clay	50.0	52.0	4.0	17.5	11.5	569,115	72.2	21,053	32,521	296,002	62.1	11,631	16,914	.0227	.0237
Cass, N. D.	*85.8*	*93.9*	*9.4*	*33.8*	*15.8*	*847,090*	*61.2*	*18,001*	*25,062*	*673,113*	*47.1*	*15,672*	*19,915*	*.0428*	*.0422*
MINNEAPOLIS - ST. PAUL	2,049.7	2,120.5	3.5	777.0	10.1	21,857,503	49.3	20,745	28,131	12,089,008	43.0	11,972	15,559	1.0050	.9372
Anoka	199.3	228.9	14.9	71.8	22.7	1,728,149	54.6	19,112	24,069	938,677	49.4	10,740	13,073	.0800	.0789
Carver	35.9	40.5	12.8	14.0	20.7	407,616	73.7	20,225	29,115	163,389	86.1	7,567	11,671	.0146	.0162
Chisago	23.8	27.0	13.4	9.9	20.7	213,785	65.8	15,728	21,594	84,726	51.7	6,810	8,558	.0087	.0089
Dakota	190.0	223.5	17.6	74.1	26.5	1,753,064	52.8	19,577	23,658	756,714	42.0	9,091	10,212	.0767	.0747
Hennepin	901.6	871.7	-3.3	346.3	3.8	10,139,723	42.2	21,385	29,280	6,296,231	38.3	13,655	18,181	.4968	.4411
Ramsey	448.3	429.3	-4.2	163.5	2.7	5,051,023	47.8	21,470	30,893	2,730,836	42.0	12,076	16,702	.2301	.2099
Scott	44.2	52.7	19.2	16.7	27.5	431,604	71.2	19,249	25,845	213,539	71.2	9,523	12,787	.0173	.0189
Washington	112.9	135.1	19.7	43.0	28.4	1,253,585	74.8	21,413	29,153	410,564	67.7	7,310	9,548	.0441	.0483
Wright	51.7	61.3	18.6	21.1	27.9	364,993	60.5	13,779	17,298	257,168	53.3	10,168	12,188	.0188	.0193
St. Croix, Wisc.	*42.0*	*50.5*	*20.2*	*16.6*	*25.8*	*513,961*	*92.0*	*20,281*	*30,962*	*237,164*	*79.0*	*10,036*	*14,287*	*.0179*	*.0210*
ROCHESTER	92.9	99.4	7.0	36.1	15.3	1,066,604	64.7	20,694	29,546	694,516	60.9	13,788	19,239	.0467	.0479
Olmsted	92.9	99.4	7.0	36.1	15.3	1,066,604	64.7	20,694	29,546	694,516	60.9	13,788	19,239	.0467	.0479
ST. CLOUD	161.7	183.6	13.5	55.5	21.2	1,297,500	70.2	16,640	23,379	1,599,699	65.8	21,071	28,823	.0766	.0816
Benton	23.3	25.0	7.3	8.1	14.1	173,026	57.4	15,488	21,361	115,324	61.8	10,036	14,238	.0085	.0087
Sherburne	31.2	41.1	31.7	13.5	42.1	290,014	87.5	16,284	21,483	103,941	70.5	6,416	7,699	.0105	.0123
Stearns	107.2	117.5	9.6	33.9	16.1	834,468	67.7	17,037	24,616	1,380,434	65.8	28,522	40,721	.0576	.0606
TOTAL METRO COUNTIES	2,569.8	2,674.2	4.1	973.6	10.8	26,811,409	51.8	20,106	27,538	16,127,233	47.3	12,466	16,565	1.2487	1.1866
TOTAL STATE	4,040.7	4,234.1	4.8	1,544.9	11.6	39,918,830	56.0	18,492	25,839	22,610,945	49.1	10,957	14,636	1.8128	1.7553
MISSISSIPPI															
BILOXI - GULFPORT	180.4	193.1	7.0	63.7	12.7	1,530,235	63.9	16,522	24,023	1,052,090	54.1	12,085	16,516	.0740	.0742
Hancock	19.6	22.4	14.3	7.6	18.8	147,400	67.1	13,785	19,395	82,246	51.6	8,477	10,822	.0069	.0072
Harrison	152.3	162.2	6.5	53.4	12.4	1,324,325	63.9	17,009	24,800	927,502	54.4	12,646	17,369	.0639	.0642
Stone	8.5	8.5	.0	2.7	3.8	58,510	56.8	14,356	21,670	42,342	52.2	10,702	15,682	.0032	.0028
△ HATTIESBURG	83.9	90.5	7.9	32.3	13.7	765,213	74.3	15,459	23,691	630,106	63.8	13,544	19,508	.0371	.0391
Forrest	63.8	67.9	6.4	24.4	12.4	572,816	69.6	15,566	23,476	567,103	63.0	16,037	23,242	.0305	.0316
Lamar	20.1	22.6	12.4	7.9	17.9	192,397	90.0	15,113	24,354	63,003	72.0	5,467	7,975	.0066	.0075
JACKSON	303.7	331.4	9.1	109.9	14.1	3,209,455	72.9	19,275	29,203	2,094,258	64.0	13,261	19,056	.1390	.1468
Hinds	239.9	253.0	5.5	86.4	10.5	2,621,048	68.7	19,871	30,336	1,842,573	62.3	14,514	21,326	.1175	.1215
Rankin	63.8	78.4	22.9	23.5	29.8	588,407	94.7	16,700	25,039	251,685	77.2	7,848	10,710	.0215	.0253
△ MERIDIAN	73.8	76.4	3.5	28.0	8.9	671,452	65.6	15,773	23,980	482,657	52.9	12,283	17,238	.0325	.0325
Lauderdale	73.8	76.4	3.5	28.0	8.9	671,452	65.6	15,773	23,980	482,657	52.9	12,283	17,238	.0325	.0325
PASCAGOULA - MOSS POINT	114.1	131.2	15.0	42.7	20.6	1,500,211	89.1	22,415	35,134	670,114	93.8	9,767	15,694	.0507	.0594
Jackson	114.1	131.2	15.0	42.7	20.6	1,500,211	89.1	22,415	35,134	670,114	93.8	9,767	15,694	.0507	.0594
TOTAL METRO COUNTIES	809.7	886.6	9.5	296.1	14.8	8,177,658	74.4	18,181	27,618	5,083,545	64.2	12,005	17,168	.3505	.3718
TOTAL STATE	2,418.2	2,535.7	4.9	855.2	10.4	19,954,482	69.8	15,166	23,333	12,186,415	58.9	9,897	14,250	.9094	.9345
MISSOURI															
COLUMBIA	92.0	95.3	3.6	33.1	9.6	813,254	53.1	17,584	24,570	519,472	51.5	11,350	15,694	.0393	.0379
Boone	92.0	95.3	3.6	33.1	9.6	813,254	53.1	17,584	24,570	519,472	51.5	11,350	15,694	.0393	.0379
△ JOPLIN	121.0	122.0	.8	49.1	5.8	875,565	48.2	12,730	17,832	771,441	43.0	11,624	15,712	.0513	.0474
Jasper	83.2	83.0	-.2	34.2	5.2	564,315	41.5	12,271	16,500	510,684	31.2	11,973	14,932	.0357	.0313
Newton	37.8	39.0	3.2	14.9	7.2	311,250	62.2	13,802	20,889	260,757	73.6	10,806	17,500	.0156	.0161
KANSAS CITY	1,299.7	1,263.7	-2.8	497.8	3.7	15,233,324	53.1	20,737	30,601	8,754,797	46.7	12,436	17,587	.6829	.6423
Cass	48.9	54.4	11.2	19.2	17.1	411,070	62.4	15,437	21,410	168,391	41.9	7,236	8,770	.0176	.0174
Clay	137.6	139.9	1.7	49.9	7.1	1,836,572	67.1	23,592	36,805	1,106,437	66.2	14,284	22,173	.0752	.0776

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MO. (cont.)															
Jackson	616.3	554.8	-10.0	243.4	-1.4	7,028,301	48.0	19,243	28,876	4,283,848	37.7	12,606	17,600	.3351	.2996
Platte	41.8	48.6	16.3	17.0	24.1	459,276	64.1	20,423	27,016	124,020	55.9	5,806	7,295	.0164	.0170
Ray	18.7	18.3	-2.1	7.2	4.3	153,241	51.0	14,703	21,283	112,367	62.2	10,039	15,607	.0077	.0075
Johnson, Kans.	*255.9*	*272.9*	*6.6*	*94.3*	*11.9*	*3,607,310*	*55.4*	*27,531*	*38,254*	*1,966,936*	*60.1*	*14,573*	*20,858*	*.1490*	*.1473*
Wyandotte, Kans.	*180.5*	*174.8*	*-3.2*	*66.8*	*2.5*	*1,737,554*	*51.4*	*17,605*	*26,011*	*992,798*	*42.8*	*10,666*	*14,862*	*.0819*	*.0759*
ST. JOSEPH	**101.9**	**99.9**	**-2.0**	**39.5**	**3.7**	**928,919**	**55.3**	**15,702**	**23,517**	**590,963**	**49.0**	**10,411**	**14,961**	**.0446**	**.0425**
Andrew	14.1	14.7	4.3	5.9	11.3	102,039	50.9	12,755	17,295	42,395	35.5	5,904	7,186	.0048	.0044
Buchanan	87.8	85.2	-3.0	33.6	2.4	826,880	55.8	16,178	24,610	548,568	50.1	11,139	16,326	.0398	.0381
ST. LOUIS	**2,389.7**	**2,477.0**	**3.7**	**878.3**	**9.0**	**25,951,229**	**59.1**	**20,247**	**29,547**	**12,895,370**	**45.6**	**10,992**	**14,682**	**1.1088**	**1.0751**
Franklin	66.0	71.4	8.2	25.3	13.5	687,866	75.7	17,553	27,188	385,949	68.6	10,264	15,255	.0279	.0300
Jefferson	128.8	139.0	7.9	45.5	13.5	1,176,377	64.4	17,844	25,854	443,217	55.6	7,102	9,741	.0471	.0476
St. Charles	126.1	141.9	12.5	46.0	18.9	926,196	53.1	15,634	20,135	480,843	40.5	8,842	10,453	.0450	.0435
St. Louis	985.0	1,024.7	4.0	346.7	9.3	12,820,905	58.7	25,467	36,980	6,299,180	45.7	13,628	18,169	.5289	.5123
St. Louis city	500.7	500.7	.0	199.0	5.0	4,850,491	59.6	16,039	24,374	2,585,695	46.9	9,288	12,993	.2156	.2083
Clinton, Ill.	*31.0*	*34.5*	*11.3*	*11.5*	*17.3*	*309,692*	*82.4*	*17,324*	*26,930*	*159,140*	*73.4*	*9,365*	*13,838*	*.0122*	*.0133*
Madison, Ill.	*247.1*	*245.9*	*-.5*	*90.3*	*5.6*	*2,350,234*	*51.7*	*18,122*	*26,027*	*1,261,956*	*30.8*	*11,285*	*13,975*	*.1117*	*.1015*
Monroe, Ill.	*18.8*	*19.3*	*2.7*	*7.0*	*9.4*	*205,648*	*70.6*	*18,831*	*29,378*	*57,590*	*40.0*	*6,428*	*8,227*	*.0074*	*.0076*
St. Clair, Ill.	*286.2*	*299.6*	*4.7*	*107.0*	*11.5*	*2,623,820*	*60.0*	*17,081*	*24,522*	*1,221,800*	*49.5*	*8,514*	*11,419*	*.1130*	*.1110*
SPRINGFIELD	**198.4**	**208.2**	**4.9**	**79.5**	**10.4**	**1,819,383**	**62.4**	**15,556**	**22,885**	**1,384,705**	**54.2**	**12,470**	**17,418**	**.0898**	**.0898**
Christian	22.0	24.7	12.3	9.7	19.8	173,986	73.7	12,363	17,937	69,276	62.6	5,260	7,142	.0070	.0076
Greene	176.4	183.5	4.0	69.8	9.2	1,645,397	61.3	15,961	23,573	1,315,429	53.8	13,384	18,846	.0828	.0822
TOTAL METRO COUNTIES	**3,183.2**	**3,219.1**	**1.1**	**1,200.4**	**6.7**	**34,787,416**	**57.0**	**19,693**	**28,980**	**19,256,528**	**46.3**	**11,698**	**16,042**	**1.5415**	**1.4784**
TOTAL STATE	**4,859.8**	**4,958.2**	**2.0**	**1,868.6**	**7.6**	**47,693,626**	**58.0**	**17,380**	**25,524**	**27,157,226**	**47.9**	**10,572**	**14,533**	**2.1642**	**2.0918**

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TARGET	TARGET	TARGET	TARGET	TARGET
Kansas Citians holding a current passport	Adults, shopped for tires past 12 months	Females, $20,000 + Income Households	Males, 25-54 years old, who purchased new cars in the past year.	Heavy liquor users (purchase 3 fifths or more per month) 132,000
ANSWER	**ANSWER**	**ANSWER**	**ANSWER**	**ANSWER**
115,000 13% of SMSA • 78% read Sunday K.C. STAR	124,000 61% Male 39% Female • 61% read K.C. Times/STAR	158,000 33% of SMSA females • Target represents 36% of daily Times/STAR female readers	• 26% of SMSA Males • One Times/Star ad generates: 100 GRPS 1.6 Average Frequency	• 65% regularly read STAR magazine in the Sunday K.C. STAR

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MONTANA															
BILLINGS	**105.1**	**119.7**	**13.9**	**46.3**	**23.1**	**1,040,662**	**71.7**	**16,116**	**22,477**	**781,345**	**81.9**	**11,426**	**16,876**	**.0464**	**.0510**
Yellowstone	105.1	119.7	13.9	46.3	23.1	1,040,662	71.7	16,116	22,477	781,345	81.9	11,426	16,876	.0464	.0510
GREAT FALLS	**85.3**	**85.5**	**.2**	**32.4**	**8.4**	**711,566**	**47.3**	**16,153**	**21,962**	**525,588**	**48.6**	**11,831**	**16,222**	**.0375**	**.0350**
Cascade	85.3	85.5	.2	32.4	8.4	711,566	47.3	16,153	21,962	525,588	48.6	11,831	16,222	.0375	.0350
△ **MISSOULA**	**68.5**	**75.4**	**10.1**	**28.2**	**18.5**	**722,993**	**70.2**	**17,851**	**25,638**	**482,467**	**72.2**	**11,769**	**17,109**	**.0313**	**.0333**
Missoula	68.5	75.4	10.1	28.2	18.5	722,993	70.2	17,851	25,638	482,467	72.2	11,769	17,109	.0313	.0333
TOTAL METRO COUNTIES	**258.9**	**280.6**	**8.4**	**106.9**	**17.1**	**2,475,221**	**63.5**	**16,580**	**23,155**	**1,789,400**	**68.3**	**11,648**	**16,739**	**.1152**	**.1193**
TOTAL STATE	**783.8**	**839.3**	**7.1**	**321.7**	**15.7**	**7,070,425**	**63.1**	**15,591**	**21,978**	**4,352,232**	**65.4**	**9,463**	**13,529**	**.3184**	**.3267**
NEBRASKA															
LINCOLN	**186.7**	**194.3**	**4.1**	**72.9**	**9.1**	**1,706,176**	**42.9**	**17,875**	**23,404**	**967,032**	**28.7**	**11,249**	**13,265**	**.0861**	**.0762**
Lancaster	186.7	194.3	4.1	72.9	9.1	1,706,176	42.9	17,875	23,404	967,032	28.7	11,249	13,265	.0861	.0762
OMAHA	**590.9**	**634.6**	**7.4**	**225.0**	**13.0**	**6,027,688**	**54.3**	**19,614**	**26,790**	**3,188,076**	**40.9**	**11,355**	**14,169**	**.2725**	**.2594**
Douglas	416.9	444.1	6.5	164.4	12.5	4,358,767	51.2	19,728	26,513	2,417,839	36.5	12,126	14,707	.2030	.1889
Sarpy	86.2	101.6	17.9	29.2	23.7	773,722	65.8	19,779	26,497	309,507	56.1	8,401	10,600	.0314	.0327
Pottawattamie, Iowa	*87.8*	*88.9*	*1.3*	*31.4*	*6.4*	*895,199*	*60.4*	*18,922*	*28,510*	*460,730*	*57.8*	*9,900*	*14,673*	*.0381*	*.0378*
TOTAL METRO COUNTIES	**707.3**	**761.0**	**7.6**	**293.6**	**13.0**	**7,008,231**	**51.0**	**19,158**	**25,615**	**3,767,936**	**36.2**	**11,426**	**13,772**	**.3271**	**.3051**
TOTAL STATE	**1,583.0**	**1,663.7**	**5.1**	**618.8**	**10.0**	**15,296,772**	**55.3**	**17,500**	**24,720**	**8,298,250**	**43.7**	**10,262**	**13,410**	**.6979**	**.6677**
NEVADA															
LAS VEGAS	**377.3**	**437.1**	**15.8**	**166.6**	**22.2**	**4,719,670**	**73.3**	**19,979**	**28,329**	**2,926,139**	**72.1**	**12,471**	**17,564**	**.1913**	**.2080**
Clark	377.3	437.1	15.8	166.6	22.2	4,719,670	73.3	19,979	28,329	2,926,139	72.1	12,471	17,564	.1913	.2080
RENO	**165.2**	**182.9**	**10.7**	**75.1**	**16.8**	**2,397,175**	**73.4**	**21,496**	**31,920**	**1,516,192**	**80.5**	**13,061**	**20,189**	**.0938**	**.1031**
Washoe	165.2	182.9	10.7	75.1	16.8	2,397,175	73.4	21,496	31,920	1,516,192	80.5	13,061	20,189	.0938	.1031
TOTAL METRO COUNTIES	**542.5**	**620.0**	**14.3**	**241.7**	**20.5**	**7,116,845**	**73.4**	**20,465**	**29,445**	**4,442,331**	**74.9**	**12,660**	**18,380**	**.2851**	**.3111**
TOTAL STATE	**668.0**	**757.2**	**13.4**	**293.8**	**19.4**	**8,521,775**	**72.0**	**20,145**	**29,005**	**5,231,154**	**72.8**	**12,306**	**17,805**	**.3440**	**.3714**
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**263.7**	**285.6**	**8.3**	**101.3**	**13.6**	**2,899,726**	**70.0**	**19,120**	**28,625**	**1,838,861**	**67.0**	**12,341**	**18,153**	**.1237**	**.1302**
Hillsborough	263.7	285.6	8.3	101.3	13.6	2,899,726	70.0	19,120	28,625	1,838,861	67.0	12,341	18,153	.1237	.1302
TOTAL METRO COUNTIES	**443.9**	**495.3**	**11.6**	**172.9**	**16.7**	**5,013,112**	**75.5**	**19,292**	**28,994**	**3,317,779**	**73.3**	**12,929**	**19,189**	**.2100**	**.2286**
TOTAL STATE	**875.7**	**950.1**	**8.5**	**336.0**	**13.5**	**9,225,102**	**68.6**	**18,488**	**27,456**	**6,086,628**	**63.5**	**12,573**	**18,115**	**.4064**	**.4234**

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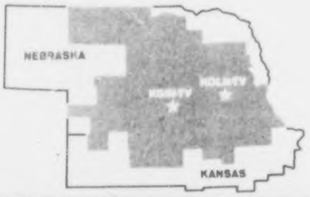

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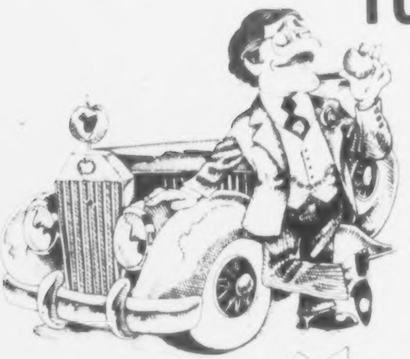
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NEW JERSEY															
ATLANTIC CITY	**189.7**	**202.4**	**6.7**	**82.9**	**12.9**	**1,964,713**	**63.8**	**16,343**	**23,700**	**1,068,183**	**47.9**	**9,840**	**12,885**	**.0854**	**.0848**
Atlantic	189.7	202.4	6.7	82.9	12.9	1,964,713	63.8	16,343	23,700	1,068,183	47.9	9,840	12,885	.0854	.0848
JERSEY CITY	**559.6**	**546.3**	**-2.4**	**217.8**	**2.9**	**5,918,661**	**54.7**	**18,076**	**27,175**	**2,608,443**	**39.7**	**8,821**	**11,976**	**.2525**	**.2358**
Hudson	559.6	546.3	-2.4	217.8	2.9	5,918,661	54.7	18,076	27,175	2,608,443	39.7	8,821	11,976	.2525	.2358
LONG BRANCH - ASBURY PARK	**494.1**	**519.3**	**5.1**	**165.9**	**7.7**	**5,616,906**	**58.0**	**23,082**	**33,857**	**2,984,886**	**50.0**	**12,922**	**17,992**	**.2415**	**.2358**
Monmouth	494.1	519.3	5.1	165.9	7.7	5,616,906	58.0	23,082	33,857	2,984,886	50.0	12,922	17,992	.2415	.2358
NEWARK	**1,957.0**	**1,957.8**	**.0**	**686.8**	**3.9**	**25,351,788**	**55.7**	**24,646**	**36,913**	**11,373,791**	**54.6**	**11,133**	**16,561**	**1.0137**	**.9815**
Essex	845.7	836.0	-1.1	307.2	2.8	10,317,490	55.0	22,271	33,586	4,451,347	51.8	9,808	14,490	.4157	.3987
Morris	395.4	404.9	2.4	131.1	6.7	5,377,781	59.3	27,462	41,020	2,750,713	56.2	14,329	20,982	.2178	.2152
Somerset	209.4	221.9	6.0	69.3	8.6	2,824,799	56.7	28,262	40,762	1,411,772	61.3	13,714	20,372	.1138	.1131
Union	506.5	495.0	-2.3	179.2	2.3	6,831,718	53.5	25,407	38,123	2,759,959	54.3	10,211	15,402	.2664	.2545
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**589.0**	**599.2**	**1.7**	**187.8**	**4.5**	**7,004,322**	**59.7**	**24,408**	**37,297**	**3,744,665**	**54.5**	**13,488**	**19,940**	**.2949**	**.2903**
Middlesex	589.0	599.2	1.7	187.8	4.5	7,004,322	59.7	24,408	37,297	3,744,665	54.5	13,488	19,940	.2949	.2903
PATERSON - CLIFTON - PASSAIC	**454.9**	**448.7**	**-1.4**	**169.1**	**4.3**	**5,266,839**	**54.6**	**21,003**	**31,146**	**2,934,846**	**60.6**	**11,264**	**17,356**	**.2267**	**.2209**
Passaic	454.9	448.7	-1.4	169.1	4.3	5,266,839	54.6	21,003	31,146	2,934,846	60.6	11,264	17,356	.2267	.2209
TRENTON	**320.7**	**333.5**	**4.0**	**120.4**	**10.1**	**4,218,334**	**66.6**	**23,148**	**35,036**	**1,632,934**	**50.2**	**9,939**	**13,563**	**.1569**	**.1578**
Mercer	320.7	333.5	4.0	120.4	10.1	4,218,334	66.6	23,148	35,036	1,632,934	50.2	9,939	13,563	.1569	.1578
VINELAND - MILLVILLE - BRIDGETON	**134.1**	**146.8**	**9.5**	**52.4**	**15.7**	**1,427,918**	**73.4**	**18,177**	**27,250**	**817,275**	**62.4**	**11,106**	**15,597**	**.0592**	**.0626**
Cumberland	134.1	146.8	9.5	52.4	15.7	1,427,918	73.4	18,177	27,250	817,275	62.4	11,106	15,597	.0592	.0626
TOTAL METRO COUNTIES	**6,749.3**	**6,857.2**	**1.6**	**2,418.0**	**6.2**	**81,935,758**	**56.6**	**22,974**	**33,886**	**38,982,984**	**51.7**	**11,288**	**16,122**	**3.3746**	**3.2699**
TOTAL STATE	**7,343.2**	**7,584.3**	**3.3**	**2,675.7**	**7.9**	**88,516,861**	**58.2**	**22,568**	**33,082**	**42,758,988**	**53.2**	**11,258**	**15,980**	**3.6362**	**3.5631**
NEW MEXICO															
ALBUQUERQUE	**413.3**	**436.4**	**5.6**	**169.1**	**15.3**	**3,883,079**	**55.1**	**17,079**	**22,963**	**2,552,230**	**53.8**	**11,317**	**15,093**	**.1854**	**.1812**
Bernalillo	389.2	408.8	5.0	161.3	15.1	3,766,698	55.0	17,344	23,352	2,514,350	53.9	11,661	15,588	.1797	.1754
Sandoval	24.1	27.6	14.5	7.8	20.0	116,381	57.7	11,353	14,921	37,880	49.5	3,897	4,856	.0057	.0058
LAS CRUCES	**85.4**	**95.8**	**12.2**	**30.5**	**18.7**	**693,128**	**67.0**	**16,153**	**22,726**	**451,923**	**70.2**	**10,329**	**14,817**	**.0318**	**.0338**
Dona Ana	85.4	95.8	12.2	30.5	18.7	693,128	67.0	16,153	22,726	451,923	70.2	10,329	14,817	.0318	.0338
△ **SANTA FE**	**66.5**	**74.8**	**12.5**	**26.8**	**21.3**	**674,113**	**73.4**	**17,587**	**25,153**	**516,966**	**71.5**	**13,642**	**19,290**	**.0306**	**.0330**
Santa Fe	66.5	74.8	12.5	26.8	21.3	674,113	73.4	17,587	25,153	516,966	71.5	13,642	19,290	.0306	.0330
TOTAL METRO COUNTIES	**565.2**	**607.0**	**7.4**	**226.4**	**16.5**	**5,250,320**	**58.7**	**17,014**	**23,190**	**3,521,119**	**58.2**	**11,450**	**15,553**	**.2478**	**.2480**
TOTAL STATE	**1,229.7**	**1,349.5**	**9.7**	**481.0**	**17.4**	**11,144,010**	**65.5**	**16,438**	**23,168**	**7,299,217**	**64.1**	**10,856**	**15,175**	**.5090**	**.5277**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**790.5**	**788.3**	**-.3**	**295.2**	**5.3**	**7,781,185**	**47.9**	**18,766**	**26,359**	**4,178,803**	**53.6**	**9,705**	**14,156**	**.3544**	**.3334**
Albany	284.0	279.5	-1.6	107.3	3.9	3,172,889	48.2	20,721	29,570	1,813,871	58.6	11,071	16,905	.1421	.1349
Montgomery	56.5	58.5	3.5	23.7	10.7	447,540	47.5	14,176	18,884	257,931	54.7	7,789	10,883	.0218	.0206
Rensselaer	150.1	148.4	-1.1	54.0	4.7	1,338,681	48.5	17,467	24,790	576,733	47.5	7,577	10,680	.0593	.0552
Saratoga	146.3	157.1	7.4	54.0	13.4	1,232,039	51.3	17,103	22,816	669,712	57.9	8,912	12,402	.0572	.0558
Schenectady	153.6	144.8	-5.7	56.2	-.4	1,590,036	44.4	19,519	28,292	860,556	44.7	10,546	15,312	.0740	.0669



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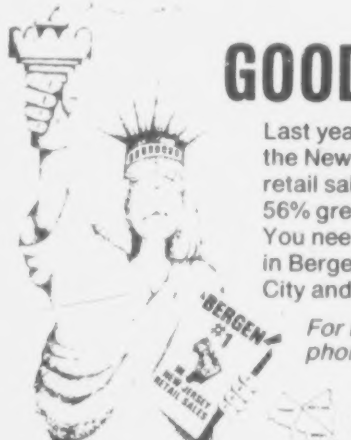
Source: © S&MM 1979 Survey of Buying Power

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
N.Y. (cont.)															
BINGHAMTON	305.0	311.0	2.0	117.7	8.7	2,335,705	39.9	15,419	19,845	1,320,677	36.2	8,951	11,221	.1213	.1080
Broome	216.7	218.2	.7	84.2	7.5	1,621,805	35.0	15,345	19,261	1,031,202	34.1	9,820	12,247	.0897	.0779
Tioga	49.4	52.9	7.1	19.0	14.5	434,811	55.6	16,832	22,885	161,307	50.3	6,466	8,490	.0181	.0177
Susquehanna, Pa.	*38.9*	*39.9*	*2.6*	*14.5*	*8.2*	*279,089*	*47.7*	*14,104*	*19,248*	*128,168*	*37.5*	*6,958*	*8,839*	*.0135*	*.0124*
BUFFALO	1,294.1	1,276.5	–1.4	487.5	5.6	11,920,223	42.3	18,139	24,452	5,951,604	41.0	9,140	12,208	.5636	.5064
Erie	1,059.4	1,040.4	–1.8	398.2	5.1	10,014,132	42.6	18,530	25,148	5,095,721	41.7	9,492	12,797	.4723	.4249
Niagara	234.7	236.1	.6	89.3	8.0	1,906,091	41.0	16,346	21,345	855,883	37.5	7,526	9,584	.0913	.0815
ELMIRA	96.9	94.4	–2.6	35.9	4.4	796,133	44.4	16,027	22,176	607,048	41.9	12,435	16,909	.0437	.0395
Chemung	96.9	94.4	–2.6	35.9	4.4	796,133	44.4	16,027	22,176	607,048	41.9	12,435	16,909	.0437	.0395
△ JAMESTOWN	144.1	143.6	–.3	57.5	6.7	1,107,664	43.0	14,367	19,264	698,732	44.6	8,968	12,152	.0578	.0527
Chautauqua	144.1	143.6	–.3	57.5	6.7	1,107,664	43.0	14,367	19,264	698,732	44.6	8,968	12,152	.0578	.0527
NASSAU - SUFFOLK	2,704.4	2,833.3	4.8	925.0	11.4	32,280,517	53.2	25,394	34,898	16,528,384	62.0	12,293	17,869	1.3524	1.3271
Nassau	1,387.3	1,382.7	–.3	471.8	6.6	18,606,983	48.4	28,323	39,438	9,196,594	56.1	13,311	19,493	.7779	.7355
Suffolk	1,317.1	1,450.6	10.1	453.2	17.0	13,673,534	60.1	22,047	30,171	7,331,790	70.1	11,130	16,178	.5745	.5916
△ NEWBURGH - MIDDLETOWN	251.9	275.7	9.4	100.1	17.5	2,327,370	58.3	17,260	23,250	1,423,196	61.6	10,334	14,218	.1063	.1073
Orange	251.9	275.7	9.4	100.1	17.5	2,327,370	58.3	17,260	23,250	1,423,196	61.6	10,334	14,218	.1063	.1073
NEW YORK	9,386.7	9,281.7	–1.1	3,757.5	3.3	98,997,306	42.5	19,090	26,347	42,027,066	47.0	7,856	11,185	4.3155	3.9186
Bronx	1,269.9	1,224.6	–3.6	495.2	2.3	8,858,286	32.5	13,803	17,888	3,457,256	43.4	4,978	6,982	.4362	.3776
Kings	2,321.4	2,235.1	–3.7	898.7	2.0	17,680,345	35.0	14,865	19,673	6,828,945	38.7	5,587	7,599	.8467	.7339
New York (Manhattan)	1,402.2	1,386.4	–1.1	692.9	–.9	21,380,826	48.0	20,657	30,857	11,735,914	46.7	11,436	16,937	.9228	.8552
Putnam	74.0	83.4	12.7	29.3	21.1	664,794	58.1	17,380	22,689	304,772	64.2	7,670	10,402	.0281	.0287
Queens	1,977.3	1,981.6	.2	822.9	6.4	21,151,024	44.9	18,864	25,703	6,727,781	55.3	5,601	8,176	.8457	.7843
Richmond	340.6	378.0	11.0	133.1	18.3	3,173,504	57.3	17,932	23,843	1,275,923	74.1	6,513	9,586	.1280	.1309
Rockland	262.2	277.9	6.0	80.1	8.8	2,854,389	53.7	25,225	35,635	1,349,298	58.3	11,584	16,845	.1195	.1171
Westchester	869.5	865.8	–.4	295.8	2.2	11,191,580	39.4	27,738	37,835	5,303,958	52.9	11,990	17,931	.4854	.4401
Bergen, N. J.	*869.6*	*848.9*	*–2.4*	*309.5*	*3.0*	*12,042,558*	*44.8*	*27,672*	*38,910*	*5,043,219*	*37.0*	*12,246*	*16,295*	*.5031*	*.4508*
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	*16,967.6*	*17,026.8*	*.3*	*6,419.4*	*4.8*	*192,614,115*	*48.3*	*21,216*	*30,005*	*87,418,833*	*51.8*	*9,404*	*13,618*	*8.1683*	*7.6670*
POUGHKEEPSIE	235.6	245.9	4.4	85.3	11.6	2,032,367	48.9	17,865	23,826	1,135,526	56.9	9,474	13,312	.0954	.0917
Dutchess	235.6	245.9	4.4	85.3	11.6	2,032,367	48.9	17,865	23,826	1,135,526	56.9	9,474	13,312	.0954	.0917
ROCHESTER	973.7	981.5	.8	371.5	8.1	10,474,942	49.8	20,352	28,196	5,029,792	54.6	9,470	13,539	.4509	.4282
Livingston	57.4	58.9	2.6	20.6	10.8	397,367	42.0	15,044	19,290	199,137	48.7	7,202	9,667	.0199	.0183
Monroe	705.7	704.6	–.2	270.5	7.0	8,392,597	51.1	21,972	31,026	3,813,672	58.0	9,550	14,099	.3457	.3310
Ontario	89.0	94.9	6.6	34.7	14.9	703,693	50.4	15,492	20,279	431,244	48.9	9,587	12,428	.0349	.0334
Orleans	39.0	40.5	3.8	15.1	11.9	306,404	44.2	15,739	20,292	120,719	51.1	5,920	7,995	.0140	.0130
Wayne	82.6	82.6	.0	30.6	7.4	674,881	41.2	16,773	22,055	465,020	38.2	11,804	15,197	.0364	.0325
SYRACUSE	647.7	662.9	2.3	238.9	8.9	6,352,921	52.8	18,946	26,592	3,084,943	57.2	8,946	12,913	.2753	.2664
Madison	65.7	67.7	3.0	23.0	10.6	551,876	54.3	17,199	23,995	226,345	48.8	7,314	9,841	.0240	.0231
Onondaga	471.1	477.9	1.4	175.3	7.8	4,906,411	52.0	19,849	27,989	2,445,527	59.4	9,437	13,951	.2113	.2043
Oswego	110.9	117.3	5.8	40.6	12.8	894,634	56.6	15,874	22,035	413,071	49.6	7,669	10,174	.0400	.0390
UTICA - ROME	323.8	313.4	–3.2	118.4	3.8	2,499,090	39.1	15,742	21,107	1,432,722	44.4	8,695	12,101	.1283	.1144
Herkimer	66.3	64.3	–3.0	25.6	4.5	488,265	41.6	14,077	19,073	318,858	58.7	8,202	12,455	.0255	.0235
Oneida	257.5	249.1	–3.3	92.8	3.6	2,010,825	38.6	16,198	21,668	1,113,864	40.8	8,829	12,003	.1028	.0909
TOTAL METRO COUNTIES	16,245.9	16,319.4	.5	6,266.5	5.6	166,583,776	45.6	19,293	26,583	78,247,106	51.5	8,707	12,487	7.3483	6.8305
TOTAL STATE	17,938.7	18,104.5	.9	6,924.4	6.3	180,323,294	46.1	18,938	26,042	85,959,042	51.9	8,686	12,414	7.9942	7.4615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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	1983	1978	1983
NORTH CAROLINA															
ASHEVILLE	**169.3**	**175.7**	**3.8**	**71.2**	**12.1**	**1,762,471**	**71.4**	**16,195**	**24,754**	**1,080,677**	**74.8**	**9,738**	**15,178**	**.0739**	**.0785**
Buncombe	152.5	158.7	4.1	65.5	13.1	1,666,069	72.4	16,692	25,436	1,057,467	74.9	10,445	16,145	.0696	.0743
Madison	16.8	17.0	1.2	5.7	1.8	96,402	55.7	11,058	16,913	23,210	70.7	2,428	4,072	.0043	.0042
BURLINGTON	**101.9**	**106.1**	**4.1**	**39.3**	**10.7**	**932,965**	**53.9**	**17,077**	**23,740**	**619,905**	**65.0**	**10,580**	**15,774**	**.0440**	**.0439**
Alamance	101.9	106.1	4.1	39.3	10.7	932,965	53.9	17,077	23,740	619,905	65.0	10,580	15,774	.0440	.0439
CHARLOTTE - GASTONIA	**611.9**	**645.5**	**5.5**	**230.5**	**11.0**	**7,050,553**	**67.9**	**20,215**	**30,588**	**4,263,687**	**68.3**	**12,198**	**18,498**	**.2946**	**.3072**
Gaston	159.3	160.1	.5	57.8	6.6	1,594,195	61.3	18,240	27,581	731,452	63.2	8,268	12,655	.0653	.0652
Mecklenburg	386.2	411.6	6.6	147.9	11.9	4,826,745	69.3	21,571	32,635	3,234,069	67.9	14,572	21,867	.2049	.2152
Union	66.4	73.8	11.1	24.8	16.4	629,613	75.7	16,827	25,388	298,166	87.5	7,466	12,023	.0244	.0268
FAYETTEVILLE	**238.4**	**261.4**	**9.6**	**84.3**	**19.9**	**2,173,436**	**72.9**	**17,886**	**25,782**	**1,280,145**	**85.2**	**9,835**	**15,186**	**.0907**	**.0993**
Cumberland	238.4	261.4	9.6	84.3	19.9	2,173,436	72.9	17,886	25,782	1,280,145	85.2	9,835	15,186	.0907	.0993
GREENSBORO - WINSTON-SALEM - HIGH POINT	**789.8**	**841.9**	**6.6**	**314.5**	**13.3**	**8,742,482**	**68.1**	**18,729**	**27,798**	**4,913,216**	**75.2**	**10,100**	**15,622**	**.3551**	**.3762**
Davidson	104.7	110.6	5.6	40.8	12.4	1,037,457	67.8	17,029	25,428	501,724	80.5	7,656	12,297	.0412	.0436
Forsyth	233.0	246.9	6.0	94.2	12.7	2,745,547	69.0	19,433	29,146	1,704,425	78.0	11,455	18,094	.1127	.1204
Guilford	310.4	334.1	7.6	122.8	14.3	3,610,614	67.8	20,036	29,402	2,164,902	72.5	11,683	17,629	.1489	.1574
Randolph	84.1	87.9	4.5	33.6	11.3	809,968	62.4	16,517	24,106	359,451	70.0	7,000	10,698	.0326	.0335
Stokes	30.0	32.4	8.0	11.6	13.7	268,518	72.3	15,280	23,148	70,093	73.0	3,973	6,043	.0096	.0103
Yadkin	27.6	30.0	8.7	11.5	15.0	270,378	78.4	15,159	23,511	112,621	80.3	6,247	9,793	.0101	.0110
△ KANNAPOLIS - CONCORD - SALISBURY	**174.7**	**175.0**	**.2**	**66.5**	**6.4**	**1,462,994**	**49.8**	**15,624**	**22,000**	**883,941**	**57.2**	**8,996**	**13,292**	**.0706**	**.0673**
Cabarrus	79.9	81.1	1.5	30.9	8.4	563,723	38.7	14,263	18,243	435,886	44.0	10,620	14,106	.0325	.0293
Rowan	94.8	93.9	-.9	35.6	4.7	899,271	57.8	16,764	25,260	448,055	72.6	7,634	12,586	.0381	.0380
RALEIGH - DURHAM	**503.7**	**564.1**	**12.0**	**217.0**	**22.3**	**6,107,737**	**79.9**	**19,131**	**28,146**	**3,264,572**	**86.2**	**9,880**	**15,044**	**.2280**	**.2565**
Durham	147.3	159.0	7.9	61.7	16.9	1,709,710	75.3	18,475	27,710	996,123	84.4	10,233	16,145	.0671	.0737
Orange	72.0	80.4	11.7	29.2	21.2	880,159	81.8	20,087	30,142	351,239	84.5	7,898	12,029	.0303	.0341
Wake	284.4	324.7	14.2	126.1	25.3	3,517,868	81.7	19,247	27,897	1,917,210	87.4	10,169	15,204	.1306	.1487
WILMINGTON	**134.4**	**151.9**	**13.0**	**62.0**	**23.3**	**1,513,669**	**84.6**	**16,298**	**24,414**	**945,572**	**87.7**	**10,017**	**15,251**	**.0592**	**.0679**
Brunswick	34.1	44.0	29.0	16.5	41.0	352,572	113.8	14,092	21,368	146,529	117.8	5,749	8,881	.0114	.0148
New Hanover	100.3	107.9	7.6	45.5	17.9	1,161,097	77.3	16,967	25,519	799,043	83.0	11,311	17,561	.0478	.0531
TOTAL METRO COUNTIES	**2,733.9**	**2,933.5**	**7.3**	**1,089.9**	**14.9**	**29,833,858**	**70.2**	**18,480**	**27,373**	**17,270,342**	**75.3**	**10,387**	**15,846**	**1.2189**	**1.3002**
TOTAL STATE	**5,627.1**	**5,992.8**	**6.5**	**2,154.4**	**13.3**	**53,916,946**	**70.2**	**16,664**	**25,026**	**31,955,896**	**77.6**	**9,463**	**14,833**	**2.2728**	**2.4278**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NORTH DAKOTA															
BISMARCK	**76.4**	**84.8**	**11.0**	**29.8**	**17.3**	**711,842**	**64.1**	**17,078**	**23,887**	**512,606**	**61.9**	**12,464**	**17,202**	**.0335**	**.0346**
Burleigh	52.2	57.3	9.8	20.3	16.0	509,700	60.5	18,146	25,108	400,961	60.4	14,288	19,752	.0249	.0253
Morton	24.2	27.5	13.6	9.5	20.3	202,142	73.9	14,713	21,278	111,645	67.8	8,422	11,752	.0086	.0093
FARGO - MOORHEAD	**135.8**	**145.9**	**7.4**	**51.3**	**14.3**	**1,416,205**	**65.4**	**19,068**	**27,606**	**969,115**	**51.4**	**14,259**	**18,891**	**.0655**	**.0659**
Cass	85.8	93.9	9.4	33.8	15.8	847,090	61.2	18,001	25,062	673,113	47.1	15,672	19,915	.0428	.0422
Clay, Minn	*50.0*	*52.0*	*4.0*	*17.5*	*11.5*	*569,115*	*72.2*	*21,053*	*32,521*	*296,002*	*62.1*	*11,631*	*16,914*	*.0227*	*.0237*
GRAND FORKS	**104.4**	**113.0**	**8.2**	**39.3**	**15.6**	**961,520**	**64.8**	**17,155**	**24,466**	**615,274**	**62.2**	**11,160**	**15,656**	**.0435**	**.0448**
Grand Forks	67.3	72.3	7.4	24.3	14.6	600,638	57.9	17,938	24,718	437,336	60.0	12,891	17,997	.0293	.0294
Polk, Minn.	*37.1*	*40.7*	*9.7*	*15.0*	*17.2*	*360,882*	*77.8*	*15,858*	*24,059*	*177,938*	*67.6*	*8,293*	*11,863*	*.0142*	*.0154*
TOTAL METRO COUNTIES	**229.5**	**251.0**	**9.4**	**87.9**	**16.0**	**2,159,570**	**61.2**	**17,674**	**24,568**	**1,623,055**	**54.9**	**13,819**	**18,465**	**.1056**	**.1062**
TOTAL STATE	**660.9**	**689.5**	**4.3**	**242.7**	**10.9**	**5,921,907**	**59.3**	**16,989**	**24,400**	**3,579,034**	**53.1**	**10,682**	**14,747**	**.2748**	**.2709**
OHIO															
AKRON	**661.5**	**649.3**	**−1.8**	**234.0**	**3.8**	**6,144,912**	**41.0**	**19,326**	**26,260**	**3,022,475**	**25.0**	**10,723**	**12,917**	**.3002**	**.2592**
Portage	133.3	136.8	2.6	43.5	8.8	1,159,360	46.3	19,813	26,652	547,378	41.3	9,685	12,583	.0538	.0496
Summit	528.2	512.5	−3.0	190.5	2.7	4,985,552	39.8	19,221	26,171	2,475,097	21.9	10,946	12,993	.2464	.2096
CANTON	**406.9**	**408.4**	**.4**	**148.6**	**6.0**	**4,021,751**	**52.2**	**18,851**	**27,064**	**2,509,041**	**42.4**	**12,565**	**16,885**	**.1935**	**.1806**
Carroll	26.3	26.9	2.3	9.5	8.0	206,908	54.8	15,191	21,780	110,004	44.4	8,659	11,579	.0099	.0093
Stark	380.6	381.5	.2	139.1	5.9	3,814,843	52.0	19,096	27,425	2,399,037	42.3	12,827	17,247	.1836	.1713
CINCINNATI	**1,377.0**	**1,383.2**	**.5**	**504.0**	**5.7**	**14,595,809**	**55.1**	**19,734**	**28,960**	**7,501,492**	**42.7**	**11,022**	**14,884**	**.6450**	**.6097**
Clermont	116.3	127.9	10.0	42.4	16.2	1,375,690	79.3	21,023	32,446	570,760	66.5	9,392	13,461	.0499	.0540
Hamilton	879.4	861.3	−2.1	328.6	3.7	9,389,724	49.5	19,815	28,575	5,031,362	35.8	11,692	15,312	.4342	.3945
Warren	91.1	95.6	4.9	31.4	11.0	973,803	64.0	20,979	31,013	411,800	56.0	9,327	13,115	.0386	.0388
Dearborn, Ind.	*32.5*	*35.0*	*7.7*	*12.5*	*13.6*	*275,866*	*59.9*	*15,680*	*22,069*	*125,488*	*47.5*	*7,735*	*10,039*	*.0120*	*.0120*
Boone, Ky.	*40.3*	*45.2*	*12.2*	*14.1*	*15.6*	*447,908*	*77.0*	*20,742*	*31,767*	*275,188*	*76.8*	*12,755*	*19,517*	*.0181*	*.0201*
Campbell, Ky.	*84.6*	*81.1*	*−4.1*	*27.5*	*−.4*	*771,890*	*51.2*	*18,502*	*28,069*	*384,590*	*48.2*	*9,405*	*13,985*	*.0349*	*.0327*
Kenton, Ky.	*132.8*	*137.1*	*3.2*	*47.5*	*7.2*	*1,360,928*	*63.4*	*18,802*	*28,651*	*702,304*	*58.5*	*10,002*	*14,785*	*.0573*	*.0576*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,632.7***	***1,652.0***	***1.2***	***596.7***	***6.4***	***17,327,773***	***56.2***	***19,784***	***29,039***	***8,607,096***	***41.9***	***10,816***	***14,424***	***.7563***	***.7177***
CLEVELAND	**1,942.7**	**1,887.1**	**−2.9**	**697.8**	**2.4**	**21,164,985**	**45.3**	**21,373**	**30,331**	**9,961,023**	**28.0**	**11,417**	**14,275**	**.9683**	**.8522**
Cuyahoga	1,548.2	1,456.5	−5.9	555.7	−.6	16,680,898	41.0	21,170	30,018	8,077,942	24.7	11,587	14,537	.7895	.6743
Geauga	71.8	76.7	6.8	24.6	13.9	782,269	57.2	23,046	31,800	336,181	69.9	9,161	13,566	.0311	.0314
Lake	214.0	227.8	6.4	75.8	12.6	2,609,732	65.5	23,429	34,429	1,050,636	36.9	11,404	13,861	.1024	.1004
Medina	108.7	126.1	16.0	41.7	23.4	1,092,086	65.2	19,559	26,189	496,264	45.8	10,071	11,901	.0453	.0461
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,875.9***	***2,812.3***	***−2.2***	***1,025.1***	***3.1***	***30,180,915***	***45.4***	***20,884***	***29,442***	***14,235,632***	***27.7***	***11,216***	***13,887***	***1.3918***	***1.2265***
COLUMBUS	**1,105.3**	**1,129.7**	**2.2**	**416.2**	**8.2**	**11,910,634**	**56.3**	**19,816**	**28,618**	**6,434,019**	**42.2**	**11,767**	**15,459**	**.5310**	**.5049**
Delaware	52.7	54.9	4.2	19.8	11.9	480,613	53.7	17,664	24,273	181,510	45.1	7,065	9,167	.0202	.0192
Fairfield	88.9	97.8	10.0	34.6	15.0	780,482	61.8	16,027	22,557	410,013	42.7	9,544	11,850	.0354	.0349
Franklin	885.0	893.6	1.0	334.1	7.1	9,943,866	55.4	20,515	29,763	5,475,381	41.7	12,393	16,388	.4445	.4197
Madison	32.6	35.1	7.7	11.4	11.8	293,453	66.6	17,272	25,741	142,725	39.5	10,032	12,520	.0128	.0127
Pickaway	46.1	48.3	4.8	16.3	11.6	412,220	65.3	17,085	25,290	224,390	55.3	9,896	13,766	.0181	.0184
DAYTON	**835.1**	**843.6**	**1.0**	**306.1**	**6.2**	**8,665,445**	**48.4**	**20,256**	**28,309**	**4,246,953**	**40.0**	**10,527**	**13,874**	**.3901**	**.3589**
Greene	133.3	149.7	12.3	46.0	15.3	1,540,530	68.2	22,957	33,490	514,637	48.4	8,689	11,188	.0566	.0581
Miami	87.9	87.2	−.8	32.7	5.1	772,002	46.2	16,981	23,609	336,283	24.2	8,709	10,284	.0363	.0320
Montgomery	576.9	569.6	−1.3	214.2	4.7	6,009,340	44.1	20,379	28,055	3,249,046	40.3	11,321	15,168	.2823	.2547
Preble	37.0	37.1	.3	13.2	4.8	343,573	53.3	17,786	26,028	146,987	46.6	7,957	11,135	.0149	.0141
HAMILTON - MIDDLETOWN	**255.7**	**268.8**	**5.1**	**92.7**	**10.6**	**2,731,964**	**62.5**	**20,064**	**29,471**	**1,105,604**	**36.8**	**9,646**	**11,927**	**.1113**	**.1080**
Butler	255.7	268.8	5.1	92.7	10.6	2,731,964	62.5	20,064	29,471	1,105,604	36.8	9,646	11,927	.1113	.1080
LIMA	**210.1**	**208.6**	**−.7**	**73.7**	**4.5**	**1,974,222**	**52.8**	**18,328**	**26,787**	**996,561**	**31.0**	**10,791**	**13,522**	**.0920**	**.0839**
Allen	106.6	103.3	−3.1	37.2	2.8	1,038,093	48.3	19,340	27,906	546,083	24.2	12,148	14,680	.0502	.0441
Auglaize	42.0	43.7	4.0	15.3	9.3	402,668	63.1	17,635	26,318	213,461	44.0	10,586	13,952	.0179	.0175
Putnam	32.0	33.6	5.0	10.4	9.5	254,238	58.1	16,928	24,446	114,501	42.3	8,471	11,010	.0114	.0110
Van Wert	29.5	28.0	−5.1	10.8	.0	279,223	51.5	17,066	25,854	122,516	32.7	8,546	11,344	.0125	.0113
LORAIN - ELYRIA	**271.7**	**275.9**	**1.5**	**93.3**	**7.4**	**2,871,018**	**56.6**	**21,093**	**30,772**	**1,252,134**	**31.9**	**10,921**	**13,421**	**.1233**	**.1151**
Lorain	271.7	275.9	1.5	93.3	7.4	2,871,018	56.6	21,093	30,772	1,252,134	31.9	10,921	13,421	.1233	.1151
MANSFIELD	**129.8**	**128.8**	**−.8**	**45.9**	**4.3**	**1,193,060**	**48.0**	**18,322**	**25,993**	**815,862**	**40.1**	**13,230**	**17,775**	**.0612**	**.0560**
Richland	129.8	128.8	−.8	45.9	4.3	1,193,060	48.0	18,322	25,993	815,862	40.1	13,230	17,775	.0612	.0560

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
N.J. (cont.)															
△ **NEWARK**	117.2	121.2	3.4	42.7	8.1	910,216	45.8	15,802	21,317	497,963	34.0	9,405	11,662	.0460	.0418
Licking	117.2	121.2	3.4	42.7	8.1	910,216	45.8	15,802	21,317	497,963	34.0	9,405	11,662	.0460	.0418
PARKERSBURG - MARIETTA	154.9	155.5	.4	55.8	4.3	1,460,091	58.5	17,215	26,167	911,691	46.4	11,636	16,339	.0690	.0663
Washington	59.7	59.9	.3	21.2	5.0	496,944	54.2	15,959	23,441	370,399	36.7	13,411	17,472	.0266	.0245
Wirt, W. Va	*4.8*	*5.6*	*16.7*	*1.8*	*12.5*	*33,189*	*73.5*	*11,958*	*18,438*	*5,210*	*47.8*	*2,204*	*2,894*	*.0013*	*.0014*
Wood, W. Va	*90.4*	*90.0*	*–.4*	*32.8*	*3.5*	*929,958*	*60.5*	*18,280*	*28,352*	*536,082*	*54.0*	*10,982*	*16,344*	*.0411*	*.0404*
SPRINGFIELD	182.2	178.9	–1.8	64.2	3.0	1,585,042	44.0	17,674	24,689	713,997	25.6	9,122	11,121	.0756	.0663
Champaign	33.2	34.3	3.3	12.2	7.0	254,021	43.8	15,499	20,821	107,882	28.0	7,395	8,843	.0122	.0110
Clark	149.0	144.6	–3.0	52.0	2.2	1,331,021	44.0	18,161	25,597	606,115	25.2	9,509	11,656	.0634	.0553
STEUBENVILLE - WEIRTON	163.5	156.7	–4.2	57.1	1.2	1,713,335	55.2	19,574	30,006	835,500	49.7	9,896	14,632	.0737	.0699
Jefferson	92.2	89.1	–3.4	32.7	2.2	909,463	55.0	18,335	27,812	507,656	41.0	11,248	15,525	.0419	.0392
Brooke, W. Va	*30.9*	*28.9*	*–6.5*	*10.4*	*–1.9*	*335,031*	*53.0*	*20,662*	*32,215*	*137,345*	*56.8*	*8,261*	*13,206*	*.0137*	*.0129*
Hancock, W. Va	*40.4*	*38.7*	*–4.2*	*14.0*	*1.4*	*468,841*	*57.2*	*21,611*	*33,489*	*190,499*	*72.2*	*8,015*	*13,607*	*.0181*	*.0178*
TOLEDO	788.3	807.0	2.4	307.5	10.2	9,635,559	63.7	21,099	31,335	4,379,717	40.6	11,163	14,243	.3906	.3801
Fulton	37.4	39.6	5.9	13.6	11.5	360,746	61.1	18,359	26,525	191,957	40.2	11,222	14,114	.0163	.0157
Lucas	476.4	480.1	.8	193.4	9.3	6,005,347	61.2	21,054	31,051	2,789,520	37.7	11,454	14,424	.2470	.2361
Ottawa	39.7	40.5	2.0	14.5	7.4	388,033	60.4	17,915	26,761	232,811	48.6	11,605	16,056	.0179	.0173
Wood	104.0	107.8	3.7	39.1	12.4	1,246,381	66.2	21,545	31,877	583,988	39.5	12,027	14,936	.0508	.0500
Monroe, Mich	*130.8*	*139.0*	*6.3*	*46.9*	*12.7*	*1,635,052*	*72.7*	*22,753*	*34,863*	*581,441*	*54.6*	*9,042*	*12,397*	*.0586*	*.0610*
YOUNGSTOWN - WARREN	543.5	556.7	2.4	185.8	5.6	5,462,392	55.1	20,006	29,399	2,820,265	43.0	11,210	15,179	.2442	.2319
Mahoning	296.3	298.5	.7	101.2	3.8	2,863,175	51.9	19,333	28,292	1,561,576	46.9	10,901	15,431	.1315	.1241
Trumbull	247.2	258.2	4.4	84.6	7.8	2,599,217	58.9	20,841	30,724	1,258,689	38.3	11,592	14,878	.1127	.1078
TOTAL METRO COUNTIES	8,703.9	8,706.7	.0	3,173.2	5.6	90,931,682	51.2	20,001	28,656	45,759,044	35.7	11,218	14,420	4.1180	3.7826
TOTAL STATE	10,769.0	10,828.8	.6	3,922.2	5.9	107,977,668	51.6	19,232	27,530	55,924,436	36.9	11,035	14,258	4.9529	4.5713
OKLAHOMA															
ENID	65.1	72.9	12.0	29.5	19.0	675,627	73.3	15,721	22,903	473,531	72.2	11,089	16,052	.0296	.0319
Garfield	65.1	72.9	12.0	29.5	19.0	675,627	73.3	15,721	22,903	473,531	72.2	11,089	16,052	.0296	.0319
LAWTON	121.1	130.8	8.0	42.3	15.9	1,132,189	70.5	18,197	26,766	552,216	58.9	9,522	13,055	.0468	.0486
Comanche	121.1	130.8	8.0	42.3	15.9	1,132,189	70.5	18,197	26,766	552,216	58.9	9,522	13,055	.0468	.0486
OKLAHOMA CITY	799.8	841.0	5.2	327.4	11.9	9,268,537	68.8	18,763	28,310	5,858,536	63.9	12,210	17,894	.3946	.4094
Canadian	51.7	61.6	19.1	22.1	26.3	574,222	91.2	17,166	25,983	372,853	88.2	11,323	16,871	.0225	.0263
Cleveland	109.7	125.0	13.9	46.1	23.3	1,375,003	88.6	19,493	29,827	642,792	80.9	9,498	13,943	.0482	.0555
McClain	22.5	25.1	11.6	9.7	18.3	163,067	65.3	12,033	16,811	79,228	57.5	6,134	8,168	.0074	.0076
Oklahoma	560.1	568.2	1.4	225.1	7.9	6,684,941	63.5	19,595	29,698	4,464,184	59.1	13,453	19,832	.2958	.2976
Pottawatomie	55.8	61.1	9.5	24.4	16.2	471,304	70.6	13,157	19,316	299,479	82.6	7,810	12,274	.0207	.0224
TULSA	627.2	661.3	5.4	261.9	12.1	6,920,550	66.3	17,808	26,424	4,363,033	64.6	11,340	16,659	.2990	.3084
Creek	53.4	58.9	10.3	23.6	17.4	530,050	78.4	14,779	22,460	242,524	79.2	6,734	10,276	.0202	.0222
Mayes	31.0	34.3	10.6	13.7	17.1	273,990	79.1	13,076	19,999	130,731	62.4	6,880	9,542	.0111	.0118
Osage	36.1	40.4	11.9	16.3	18.1	372,126	77.6	15,186	22,830	132,323	76.0	5,448	8,118	.0133	.0147
Rogers	37.2	41.4	11.3	15.6	17.3	286,180	61.6	13,313	18,345	166,486	61.9	7,732	10,672	.0134	.0136
Tulsa	437.3	451.2	3.2	179.6	9.8	5,184,582	63.6	19,377	28,867	3,632,111	63.7	13,574	20,223	.2312	.2358
Wagoner	32.2	35.1	9.0	13.1	15.9	273,622	74.5	13,876	20,887	58,858	59.5	3,266	4,493	.0098	.0103
TOTAL METRO COUNTIES	1,680.9	1,778.4	5.8	688.2	12.5	18,398,844	68.0	17,903	26,735	11,493,689	64.2	11,444	16,701	.7902	.8191
TOTAL STATE	2,926.7	3,112.2	6.3	1,218.0	12.8	29,407,915	69.8	16,044	24,144	17,344,726	64.1	9,788	14,240	1.2558	1.3086
OREGON															
EUGENE - SPRINGFIELD	259.9	281.3	8.2	109.1	16.2	2,867,079	74.1	17,537	26,279	1,562,839	80.3	9,229	14,325	.1126	.1226
Lane	259.9	281.3	8.2	109.1	16.2	2,867,079	74.1	17,537	26,279	1,562,839	80.3	9,229	14,325	.1126	.1226
PORTLAND	1,156.2	1,236.7	7.0	492.4	13.8	13,864,339	68.0	19,081	28,157	7,292,103	73.6	9,708	14,809	.5461	.5760
Clackamas	217.3	239.1	10.0	90.3	18.2	2,794,143	78.1	20,536	30,943	1,135,587	91.7	7,753	12,576	.0959	.1074
Multnomah	557.8	567.0	1.6	239.4	8.0	6,363,468	59.8	17,966	26,581	4,009,526	67.9	10,770	16,748	.2768	.2798
Washington	209.9	236.7	12.8	89.1	21.1	2,621,032	72.1	20,689	29,417	1,378,202	86.7	10,029	15,468	.0991	.1092
Clark, Wash.	*171.2*	*193.9*	*13.3*	*73.6*	*20.9*	*2,085,696*	*76.8*	*19,372*	*28,338*	*768,788*	*59.7*	*7,905*	*10,445*	*.0743*	*.0796*
SALEM	230.1	260.8	13.3	100.4	21.7	2,455,651	81.0	16,444	24,459	1,346,897	89.5	8,614	13,415	.0941	.1070
Marion	186.1	212.3	14.1	81.9	22.6	2,063,131	84.6	16,727	25,191	1,223,391	91.0	9,588	14,938	.0792	.0915
Polk	44.0	48.5	10.2	18.5	17.8	392,520	64.0	15,241	21,217	123,506	76.0	4,470	6,676	.0149	.0155
TOTAL METRO COUNTIES	1,475.0	1,584.9	7.5	628.3	14.6	17,101,373	69.7	18,387	27,218	9,433,051	78.1	9,661	15,014	.6785	.7260
TOTAL STATE	2,462.3	2,663.4	8.2	1,050.2	15.5	27,119,408	71.2	17,426	25,823	15,192,414	79.4	9,318	14,466	1.0850	1.1701
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM - EASTON	626.1	645.6	3.1	245.0	9.0	7,135,413	61.8	19,624	29,124	3,624,616	58.7	10,161	14,794	.2939	.2946
Carbon	51.5	51.0	–1.0	19.8	4.2	422,142	53.5	14,475	21,320	307,885	51.2	10,714	15,550	.0217	.0208
Lehigh	266.1	275.8	3.6	107.2	10.3	3,368,248	64.7	21,034	31,420	1,902,114	60.7	12,176	17,744	.1386	.1410
Northampton	225.3	229.1	1.7	85.2	7.2	2,362,381	55.8	19,078	27,727	915,508	53.5	7,502	10,745	.0951	.0922
Warren, N. J.	*83.2*	*89.7*	*7.8*	*32.8*	*13.1*	*982,642*	*71.4*	*19,766*	*29,959*	*499,109*	*66.5*	*10,336*	*15,217*	*.0385*	*.0406*
ALTOONA	134.4	133.6	–.6	51.0	5.4	1,169,231	54.4	15,650	22,926	783,157	55.1	10,434	15,356	.0570	.0551
Blair	134.4	133.6	–.6	51.0	5.4	1,169,231	54.4	15,650	22,926	783,157	55.1	10,434	15,356	.0570	.0551
ERIE	271.6	278.0	2.4	97.4	8.1	2,521,807	57.1	17,814	25,891	1,330,874	47.7	10,001	13,664	.1136	.1094
Erie	271.6	278.0	2.4	97.4	8.1	2,521,807	57.1	17,814	25,891	1,330,874	47.7	10,001	13,664	.1136	.1094

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
PA. (cont.)															
HARRISBURG	435.3	455.1	4.5	175.6	11.2	5,615,254	68.5	21,108	31,978	2,919,642	68.7	10,961	16,627	.2189	.2285
Cumberland	174.0	184.7	6.1	68.6	13.6	2,374,840	67.9	23,419	34,619	1,323,190	74.5	12,552	19,288	.0927	.0981
Dauphin	226.6	231.7	2.3	92.5	8.3	2,893,530	67.9	20,177	31,281	1,469,392	63.5	10,524	15,885	.1135	.1167
Perry	34.7	38.7	11.5	14.5	19.8	346,884	77.6	16,140	23,923	127,060	71.9	6,108	8,763	.0127	.0137
JOHNSTOWN	270.6	280.5	3.7	104.5	10.7	2,883,644	72.8	17,680	27,595	1,613,269	78.0	9,603	15,438	.1158	.1241
Cambria	190.2	196.6	3.4	72.0	10.3	2,038,713	71.9	18,166	28,315	1,188,015	77.2	10,270	16,500	.0831	.0887
Somerset	80.4	83.9	4.4	32.5	11.7	844,931	75.0	16,589	25,998	425,254	80.3	8,105	13,085	.0327	.0354
LANCASTER	350.1	368.0	5.1	135.8	11.9	3,890,154	64.9	19,432	28,646	2,018,760	61.1	10,322	14,866	.1598	.1628
Lancaster	350.1	368.0	5.1	135.8	11.9	3,890,154	64.9	19,432	28,646	2,018,760	61.1	10,322	14,866	.1598	.1628
NORTHEAST PENNSYLVANIA	636.5	644.6	1.3	247.2	7.2	5,913,587	58.9	16,149	23,922	3,676,694	60.3	9,952	14,873	.2712	.2692
Lackawanna	237.8	237.4	–.2	91.6	5.9	2,172,309	55.5	16,153	23,715	1,296,981	64.1	9,137	14,159	.0991	.0978
Luzerne	338.9	338.1	–.2	129.9	5.7	3,094,189	57.6	15,975	23,820	1,914,127	54.6	10,074	14,735	.1444	.1407
Monroe	59.8	69.1	15.6	25.7	21.8	647,089	78.8	17,151	25,179	465,586	75.4	12,580	18,116	.0277	.0307
PHILADELPHIA	4,792.3	4,871.1	1.6	1,757.5	7.4	53,462,094	55.8	20,965	30,419	26,633,164	55.3	10,474	15,154	2.2572	2.1963
Bucks	474.0	522.9	10.3	176.2	17.1	5,795,887	69.5	22,714	32,894	3,412,485	70.0	13,338	19,367	.2355	.2500
Chester	304.3	328.0	7.8	110.3	14.7	3,717,644	62.1	23,837	33,705	1,421,188	59.5	9,262	12,885	.1400	.1417
Delaware	576.3	558.3	–3.1	199.5	2.7	6,551,206	46.8	22,970	32,838	3,178,115	50.6	10,864	15,930	.2850	.2638
Montgomery	629.3	636.7	1.2	229.4	7.3	8,374,379	49.7	26,176	36,506	4,582,778	50.6	14,241	19,977	.3632	.3428
Philadelphia	1,775.7	1,729.4	–2.6	674.5	3.2	17,688,819	52.5	17,757	26,225	8,037,056	51.2	8,137	11,916	.7596	.7188
Burlington, N. J.	*360.4*	*390.5*	*8.4*	*119.5*	*14.1*	*3,814,353*	*62.1*	*22,470*	*31,919*	*2,112,873*	*62.4*	*12,427*	*17,681*	*.1622*	*.1654*
Camden, N. J.	*476.7*	*491.9*	*3.2*	*175.3*	*8.8*	*5,448,362*	*61.9*	*20,892*	*31,080*	*2,973,138*	*59.7*	*11,558*	*16,960*	*.2287*	*.2295*
Gloucester, N. J.	*195.6*	*213.4*	*9.1*	*72.8*	*15.4*	*2,071,444*	*68.4*	*19,496*	*28,454*	*915,531*	*49.3*	*9,720*	*12,576*	*.0830*	*.0843*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,634.7*	*5,736.0*	*1.8*	*2,069.0*	*7.6*	*63,594,606*	*56.5*	*21,132*	*30,737*	*31,433,339*	*55.2*	*10,529*	*15,193*	*2.6670*	*2.6017*
PITTSBURGH	2,268.7	2,224.7	–1.9	838.1	4.1	23,084,102	50.8	19,014	27,543	11,867,900	50.8	9,773	14,160	1.0267	.9674
Allegheny	1,471.2	1,421.3	–3.4	541.7	2.7	15,689,474	48.7	20,000	28,963	7,828,577	48.5	9,993	14,452	.6938	.6441
Beaver	204.8	202.3	–1.2	74.0	4.7	2,092,941	58.5	18,678	28,283	1,110,410	58.6	9,905	15,006	.0902	.0886
Washington	216.2	220.7	2.1	82.4	8.1	1,892,684	56.7	15,854	22,969	1,125,857	55.8	9,480	13,663	.0882	.0862
Westmoreland	376.5	380.4	1.0	140.0	7.2	3,409,003	53.1	17,054	24,350	1,803,056	53.7	8,983	12,879	.1545	.1485
READING	303.5	311.7	2.7	124.9	9.8	3,575,353	63.3	19,243	28,626	1,721,679	55.7	9,718	13,784	.1442	.1443
Berks	303.5	311.7	2.7	124.9	9.8	3,575,353	63.3	19,243	28,626	1,721,679	55.7	9,718	13,784	.1442	.1443
WILLIAMSPORT	114.1	115.6	1.3	42.4	6.5	962,381	53.6	15,745	22,698	616,444	45.5	10,647	14,539	.0477	.0452
Lycoming	114.1	115.6	1.3	42.4	6.5	962,381	53.6	15,745	22,698	616,444	45.5	10,647	14,539	.0477	.0452
YORK	357.0	378.6	6.1	141.3	12.2	3,780,635	59.5	18,825	26,756	1,908,917	54.7	9,802	13,510	.1601	.1587
Adams	63.0	68.2	8.3	23.3	13.7	700,421	60.3	21,308	30,061	236,626	58.4	7,287	10,156	.0264	.0265
York	294.0	310.4	5.6	118.0	12.0	3,080,214	59.3	18,342	26,104	1,672,291	54.2	10,291	14,172	.1337	.1322
TOTAL METRO COUNTIES	9,483.2	9,561.5	.8	3,574.8	6.9	101,955,943	56.1	19,536	28,521	52,342,633	55.5	10,067	14,642	4.3672	4.2482
TOTAL STATE	11,817.3	11,984.2	1.4	4,438.3	7.3	121,320,250	56.5	18,732	27,335	64,019,857	55.6	9,943	14,424	5.2765	5.1480
RHODE ISLAND															
PROVIDENCE - WARWICK - PAWTUCKET	851.2	884.6	3.9	322.6	9.7	8,966,699	62.2	18,792	27,795	4,750,259	65.8	9,740	14,725	.3747	.3809
Bristol	47.1	48.3	2.5	16.4	8.6	460,736	47.9	20,634	28,094	151,083	39.4	7,180	9,212	.0191	.0176
Kent	153.6	163.1	6.2	56.6	11.9	1,698,533	64.4	20,422	30,009	1,120,566	71.5	12,914	19,798	.0739	.0770
Providence	563.6	582.1	3.3	218.7	8.5	5,811,311	60.9	17,919	26,572	2,932,422	62.7	8,942	13,408	.2429	.2441
Washington	86.9	91.1	4.8	30.9	15.3	996,119	75.0	21,241	32,237	546,188	82.0	11,196	17,676	.0388	.0422
TOTAL METRO COUNTIES	851.2	884.6	3.9	322.6	9.7	8,966,699	62.2	18,792	27,795	4,750,259	65.8	9,740	14,725	.3747	.3809
TOTAL STATE	935.7	972.3	3.9	353.9	10.4	9,831,160	62.6	18,923	27,779	5,080,291	64.0	9,656	14,355	.4097	.4148

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Population 541,400
Effective Buying Income $[illegible]
Total Retail Sales $[illegible]
Households 184,500
EBI Per Household $[illegible]
TRS Per Household $[illegible]

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
SOUTH CAROLINA															
△ ANDERSON	120.1	127.1	5.8	48.1	12.4	1,140,019	68.2	15,838	23,701	751,868	59.3	11,029	15,631	.0519	.0531
Anderson	120.1	127.1	5.8	48.1	12.4	1,140,019	68.2	15,838	23,701	751,868	59.3	11,029	15,631	.0519	.0531
CHARLESTON - NORTH CHARLESTON	393.7	421.4	7.0	136.2	13.0	3,326,036	65.5	16,683	24,420	1,974,596	53.6	10,671	14,498	.1529	.1540
Berkeley	80.3	89.5	11.5	27.1	17.8	634,106	80.9	15,243	23,399	194,402	89.8	4,454	7,174	.0233	.0258
Charleston	263.4	270.2	2.6	89.6	8.7	2,331,280	59.9	17,690	26,019	1,606,389	49.1	13,077	17,928	.1141	.1111
Dorchester	50.0	61.7	23.4	19.5	29.1	360,650	78.5	13,379	18,495	173,805	64.2	7,011	8,913	.0155	.0171
COLUMBIA	386.8	430.2	11.2	136.6	17.8	4,006,689	77.5	19,458	29,332	2,365,575	76.6	11,547	17,318	.1626	.1789
Lexington	131.2	157.5	20.0	54.7	26.9	1,439,089	91.4	17,444	26,309	646,577	101.8	7,434	11,820	.0497	.0597
Richland	255.6	272.7	6.7	81.9	12.3	2,567,600	70.6	20,648	31,350	1,718,998	68.7	13,979	20,989	.1129	.1192
GREENVILLE - SPARTANBURG	541.4	580.3	7.2	209.0	13.3	5,499,873	71.7	17,360	26,315	3,193,376	67.1	10,360	15,279	.2306	.2434
Greenville	274.4	294.3	7.3	106.5	13.3	2,999,487	73.6	18,382	28,164	1,842,906	67.7	11,693	17,304	.1253	.1333
Pickens	70.3	76.5	8.8	25.9	14.1	557,004	60.4	15,300	21,506	263,947	48.9	7,811	10,191	.0249	.0248
Spartanburg	196.7	209.5	6.5	76.6	13.0	1,943,382	72.3	16,634	25,371	1,086,523	71.1	9,367	14,184	.0804	.0853
TOTAL METRO COUNTIES	1,539.5	1,662.5	8.0	566.3	14.1	-15,003,012	71.7	17,610	26,493	8,725,499	65.7	10,615	15,408	.6367	.6708
TOTAL STATE	2,934.8	3,146.2	7.2	1,058.0	13.3	26,633,506	72.7	16,519	25,173	15,423,452	66.9	9,898	14,578	1.1418	1.2068
SOUTH DAKOTA															
RAPID CITY	94.7	116.2	22.7	41.0	30.6	970,428	77.9	17,379	23,669	730,281	87.7	12,393	17,812	.0419	.0482
Meade	20.7	23.7	14.5	7.0	20.7	201,208	65.5	20,955	28,744	102,821	89.6	9,351	14,689	.0081	.0090
Pennington	74.0	92.5	25.0	34.0	32.8	769,220	81.5	16,557	22,624	627,460	87.3	13,083	18,455	.0338	.0392
SIOUX FALLS	104.6	108.0	3.3	38.7	9.0	1,011,534	48.8	19,153	26,138	694,809	57.8	12,400	17,954	.0493	.0475
Minnehaha	104.6	108.0	3.3	38.7	9.0	1,011,534	48.8	19,153	26,138	694,809	57.8	12,400	17,954	.0493	.0475
TOTAL METRO COUNTIES	199.3	224.2	12.5	79.7	19.1	1,981,962	61.7	18,316	24,868	1,425,090	71.8	12,397	17,881	.0912	.0957
TOTAL STATE	702.8	724.7	3.1	262.7	9.5	5,619,592	48.7	15,752	21,392	3,442,537	56.2	9,185	13,104	.2762	.2644
TENNESSEE															
CHATTANOOGA	412.7	430.1	4.2	180.3	15.1	4,162,010	67.6	15,855	23,084	2,525,204	58.8	10,152	14,006	.1824	.1858
Hamilton	279.6	280.3	.3	127.7	14.0	2,900,775	62.9	15,896	22,716	2,030,572	55.7	11,645	15,901	.1352	.1342
Marion	22.2	24.6	10.8	8.6	16.2	222,943	98.2	15,202	25,924	130,377	84.3	9,560	15,160	.0085	.0099
Sequatchie	7.6	9.0	18.4	2.9	20.8	75,838	95.2	16,188	26,151	21,955	76.9	5,171	7,571	.0026	.0030
Catoosa, Ga.	*35.4*	*40.2*	*13.6*	*14.4*	*20.0*	*378,431*	*81.7*	*17,355*	*26,280*	*89,525*	*80.9*	*4,124*	*6,217*	*.0124*	*.0136*
Dade, Ga.	*12.4*	*13.2*	*6.5*	*4.4*	*10.0*	*100,667*	*73.6*	*14,501*	*22,879*	*36,146*	*67.0*	*5,411*	*8,215*	*.0040*	*.0042*
Walker, Ga.	*55.5*	*62.8*	*13.2*	*22.3*	*18.6*	*483,356*	*69.7*	*15,154*	*21,675*	*216,629*	*65.1*	*6,981*	*9,714*	*.0197*	*.0209*
CLARKSVILLE - HOPKINSVILLE	160.7	191.0	18.9	58.3	24.6	1,424,963	79.9	16,929	24,442	912,577	78.7	10,915	15,653	.0609	.0686
Montgomery	86.2	107.4	24.6	33.1	29.8	762,161	78.9	16,711	23,026	523,961	87.2	10,978	15,830	.0329	.0379
Christian, Ky.	*74.5*	*83.6*	*12.2*	*25.2*	*18.3*	*662,802*	*81.0*	*17,190*	*26,302*	*388,616*	*68.3*	*10,839*	*15,421*	*.0280*	*.0307*
△ JACKSON	75.8	81.5	7.5	29.5	13.0	790,457	82.6	16,584	26,795	566,487	75.6	12,363	19,203	.0337	.0374
Madison	75.8	81.5	7.5	29.5	13.0	790,457	82.6	16,584	26,795	566,487	75.6	12,363	19,203	.0337	.0374

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American Newspaper Markets, Inc. Circulation '78-'79. Sales and Marketing Management Survey of Buying Power, July 1978
Reader demographics available from the ABC Data Bank

The Greenville News
and
GREENVILLE PIEDMONT
&
THE ASHEVILLE CITIZEN
and
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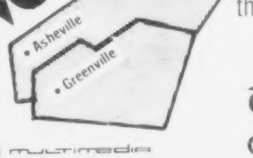

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					$$ EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
TENN. (cont.)															
JOHNSON CITY - KINGSPORT - BRISTOL	**411.2**	**433.9**	**5.5**	**158.2**	**11.0**	**3,371,049**	**65.6**	**14,289**	**21,309**	**2,168,974**	**55.3**	**9,800**	**13,710**	**.1596**	**.1609**
Carter	46.2	46.4	.4	17.2	6.2	308,501	55.9	12,217	17,936	139,135	43.4	5,988	8,089	.0147	.0139
Hawkins	37.9	42.9	13.2	15.0	18.1	357,190	94.3	14,476	23,813	121,596	88.5	5,080	8,106	.0123	.0142
Sullivan	138.0	142.1	3.0	52.5	8.7	1,127,944	53.5	15,214	21,485	922,918	51.3	12,625	17,579	.0605	.0583
Unicoi	16.9	17.8	5.3	6.8	13.3	105,433	61.8	10,860	15,505	51,776	51.0	5,715	7,614	.0050	.0050
Washington	84.5	90.6	7.2	31.9	12.3	792,867	71.7	16,258	24,855	494,025	57.6	11,038	15,487	.0352	.0364
Bristol, Va.	*20.4*	*19.9*	*–2.5*	*7.7*	*1.3*	*126,396*	*39.1*	*11,957*	*16,415*	*184,691*	*36.7*	*17,777*	*23,986*	*.0100*	*.0087*
Scott, Va.	*25.1*	*26.1*	*4.0*	*9.5*	*9.2*	*163,028*	*65.7*	*11,307*	*17,161*	*78,514*	*68.4*	*5,360*	*8,265*	*.0074*	*.0076*
Washington, Va.	*42.2*	*48.1*	*14.0*	*17.6*	*20.5*	*389,690*	*91.6*	*13,933*	*22,141*	*176,319*	*84.4*	*6,549*	*10,018*	*.0145*	*.0168*
KNOXVILLE	**452.7**	**480.2**	**6.1**	**177.3**	**11.8**	**4,717,755**	**72.7**	**17,224**	**26,609**	**3,272,050**	**69.3**	**12,184**	**18,455**	**.2069**	**.2199**
Anderson	65.3	69.8	6.9	26.2	13.9	661,335	71.3	16,790	25,242	466,016	75.2	11,567	17,787	.0290	.0311
Blount	73.6	81.1	10.2	30.3	16.1	755,276	80.0	16,079	24,927	485,096	77.0	10,502	16,010	.0313	.0348
Knox	302.3	316.9	4.8	116.6	10.2	3,220,271	71.1	17,791	27,618	2,300,539	66.6	13,054	19,730	.1436	.1507
Union	11.5	12.4	7.8	4.2	13.5	80,873	85.6	11,775	19,255	20,399	83.5	3,004	4,857	.0030	.0033
MEMPHIS	**900.9**	**945.8**	**5.0**	**326.4**	**10.8**	**9,257,756**	**71.0**	**18,380**	**28,363**	**5,777,084**	**66.9**	**11,751**	**17,699**	**.3968**	**.4163**
Shelby	766.3	803.6	4.9	281.5	10.8	8,209,365	70.9	18,905	29,163	5,212,627	68.2	12,196	18,517	.3502	.3683
Tipton	31.2	32.0	2.6	10.9	9.0	189,938	64.7	11,533	17,426	106,576	58.2	6,737	9,778	.0093	.0094
Crittenden, Ark.	*49.6*	*46.2*	*–6.9*	*14.5*	*–2.7*	*357,361*	*52.6*	*15,713*	*24,646*	*303,561*	*48.1*	*13,756*	*20,935*	*.0201*	*.0188*
De Soto, Miss.	*53.8*	*64.0*	*19.0*	*19.5*	*25.0*	*501,092*	*91.7*	*16,756*	*25,697*	*154,320*	*71.0*	*5,786*	*7,914*	*.0172*	*.0198*
NASHVILLE-DAVIDSON	**796.6**	**848.0**	**6.5**	**316.1**	**13.5**	**8,915,041**	**73.1**	**18,481**	**28,203**	**5,479,729**	**68.5**	**11,674**	**17,335**	**.3705**	**.3934**
Cheatham	18.1	21.6	19.3	7.1	22.4	167,378	89.1	15,261	23,574	51,325	81.3	4,881	7,229	.0056	.0067
Davidson	464.7	480.5	3.4	184.0	11.0	5,614,499	69.3	20,014	30,514	3,902,655	66.2	14,172	21,210	.2437	.2539
Dickson	28.0	29.8	6.4	11.3	13.0	232,465	70.9	13,604	20,570	150,691	67.3	9,009	13,335	.0105	.0111
Robertson	34.4	35.2	2.3	12.9	7.5	290,479	68.9	14,330	22,518	136,582	65.8	6,865	10,588	.0120	.0124
Rutherford	77.3	85.9	11.1	28.9	16.5	701,837	77.4	15,951	24,285	402,149	74.4	9,299	13,915	.0293	.0319
Sumner	74.8	79.9	6.8	29.5	13.9	815,510	77.5	17,744	27,644	381,418	75.8	8,375	12,929	.0307	.0333
Williamson	51.2	60.6	18.4	21.1	24.9	562,375	86.8	17,811	26,653	252,181	84.5	8,089	11,952	.0202	.0233
Wilson	48.1	54.5	13.3	21.3	21.7	530,518	89.6	15,986	24,907	202,728	70.3	6,804	9,518	.0185	.0208
TOTAL METRO COUNTIES	**2,841.7**	**3,006.4**	**5.8**	**1,111.0**	**12.6**	**29,476,208**	**71.0**	**17,473**	**26,531**	**19,073,784**	**66.4**	**11,620**	**17,166**	**1.2775**	**1.3412**
TOTAL STATE	**4,380.7**	**4,645.1**	**6.0**	**1,715.2**	**12.6**	**41,463,257**	**71.8**	**15,845**	**24,174**	**26,143,133**	**66.4**	**10,316**	**15,242**	**1.8134**	**1.9069**

NASHVILLE

"TEST MARKET, U.S.A."

"Music City, U.S.A." may just become "Test Market, U.S.A." For in Nashville, lab conditions are ideal to test national products and campaigns. Here's why.

RIGHT SIZE. Nashville's 156,000 households and its SMSA's 260,900 are well within the limits required of good test markets.

MARKET PROTECTION. Nashville's media carry the message to SMSA without outside media interference.

REPRESENTATIVE POPULATION. A healthy mix of blue collar, white collar, and professional workers insure distortion-free results.

STABLE ECONOMY. Nashville has been called a "recession proof market" and its unemployment rates are always below the national average.

For more facts and figures, write or call Joe Roper, Marketing and Promotion

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A special invitation to the readers of Sales & Marketing Management

Join America's top sales and marketing executives for cocktails and lunch at the Waldorf-Astoria, Thursday, January 17, 1980

The top sales and marketing organizations of 1979 will be honored at Sales & Marketing Management's Fifth Annual Awards Luncheon, to be held on Thursday, Jan. 17, at the Waldorf-Astoria Hotel in New York City.

Three Grand Awards and nine Distinguished Awards will be presented to companies whose accomplishments in their respective fields have been outstanding. Marketing executives from those companies will be on hand to accept the awards, and the executives from the three top companies will speak briefly on some of the reasons for their success.

More than 30 Excellence Awards will also be presented to organizations that stood out in a particular segment of sales and marketing in 1979. And a surprise guest —someone whose impact on marketing goes beyond any single category —will receive S&MM's Special Citation.

Join us on Jan. 17 and you'll have a chance to meet marketers from companies whose success stories you'll want to hear. To make reservations for yourself and your colleagues, return the coupon, or call International Meeting Planners at (212) 532-6747. The charge of $25 per person includes cocktails and lunch. Reservations are limited, so act now to avoid disappointment.

The Program

Cocktails

A pre-luncheon mixer gives you the opportunity to meet the 1980 Award Winners. We can't announce their names yet, but attendees at last year's lunch had the opportunity to rub elbows with senior sales and marketing executives from more than 40 leading organizations, including AT&T, Armstrong Cork, Atlas Copco, Bobbie Brooks, CertainTeed, Coca-Cola, Hyster, Jewel Food Stores, Kellogg's, Nalco Chemical, Perrier, Pfaudler, Rockwell International, and Westinghouse.

Luncheon

Approximately half of the luncheon attendees will be representatives of award-winning companies, so you will have plenty of opportunity to exchange ideas with some of the most successful of your peers.

Presentations

Brief presentations from top award winners will follow. Last year's audience heard from Archie J. McGill, Vice President of Business Marketing, AT&T; Jack Greer, Vice President of Marketing, U.S. Industrial Truck Operations, Hyster; Bruce S. Nevins, President, Perrier; and special guest Walter S. Taylor, maverick marketer and owner of Bully Hill Vineyards.

S&MM Awards Luncheon

To: Mr. Robert H. Albert/Editor
Sales & Marketing Management Magazine
633 Third Avenue
New York, N.Y. 10017

☐ Yes! I would like to attend Sales & Marketing Management's Fifth Annual Awards Luncheon on January 17th, 1980 at the Waldorf-Astoria Hotel in New York City.

Name ____________________

Title ____________________ Phone ____________________

Company ____________________

Address ____________________

City ____________________ State __________ Zip __________

$25 payment must accompany reservation. Full refund if cancellation is received by Monday, Jan. 7, 1980.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	1983	RETAIL SALES 1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	1983	BUYING POWER INDEX 1978	1983
TEXAS															
ABILENE	**132.8**	**142.7**	**7.5**	**56.0**	**15.0**	**1,412,936**	**77.0**	**16,389**	**25,231**	**939,602**	**69.8**	**11,362**	**16,779**	**.0600**	**.0648**
Callahan	10.2	11.5	12.7	4.7	17.5	104,328	87.7	13,898	22,197	26,942	46.5	4,599	5,732	.0035	.0040
Jones	16.5	18.8	13.9	8.3	20.3	192,559	89.4	14,738	23,200	74,136	59.3	6,744	8,932	.0067	.0075
Taylor	106.1	112.4	5.9	43.0	13.8	1,116,049	74.1	16,954	25,955	838,524	71.7	12,920	19,501	.0498	.0533
AMARILLO	**163.2**	**176.2**	**8.0**	**69.4**	**14.5**	**2,095,368**	**77.4**	**19,486**	**30,193**	**1,299,102**	**60.6**	**13,351**	**18,719**	**.0856**	**.0907**
Potter	93.1	95.9	3.0	38.6	7.8	1,048,570	68.7	17,365	27,165	844,940	53.1	15,415	21,890	.0503	.0507
Randall	70.1	80.3	14.6	30.8	24.2	1,046,798	87.2	22,547	33,987	454,162	76.6	10,372	14,746	.0353	.0400
AUSTIN	**494.5**	**584.8**	**18.3**	**201.1**	**22.9**	**6,126,038**	**90.1**	**19,693**	**30,463**	**3,325,729**	**61.4**	**12,592**	**16,538**	**.2324**	**.2605**
Hays	37.1	40.7	9.7	11.7	12.5	214,119	49.3	13,789	18,301	153,442	34.1	10,999	13,115	.0125	.0117
Travis	402.8	472.3	17.3	163.7	22.0	5,361,301	90.5	20,974	32,751	2,943,965	63.1	13,448	17,984	.2005	.2253
Williamson	54.6	71.8	31.5	25.7	35.3	550,618	108.8	13,877	21,425	228,322	62.0	7,417	8,884	.0194	.0235
BEAUMONT - PORT ARTHUR - ORANGE	**366.7**	**384.0**	**4.7**	**147.6**	**12.3**	**4,565,426**	**75.8**	**19,766**	**30,931**	**2,389,053**	**51.7**	**11,988**	**16,186**	**.1815**	**.1875**
Hardin	38.1	43.7	14.7	15.1	18.9	423,301	91.3	17,428	28,033	226,517	69.8	10,506	15,001	.0161	.0181
Jefferson	248.4	255.7	2.9	98.8	10.0	3,052,546	71.3	19,839	30,896	1,728,791	48.9	12,927	17,498	.1271	.1284
Orange	80.2	84.6	5.5	33.7	16.6	1,089,579	83.3	20,566	32,332	433,745	54.4	9,721	12,871	.0383	.0410
BROWNSVILLE - HARLINGEN - SAN BENITO	**189.2**	**235.8**	**24.6**	**72.9**	**33.3**	**1,325,914**	**81.1**	**13,383**	**18,188**	**1,074,962**	**63.1**	**12,052**	**14,746**	**.0668**	**.0740**
Cameron	189.2	235.8	24.6	72.9	33.3	1,325,914	81.1	13,383	18,188	1,074,962	63.1	12,052	14,746	.0668	.0740
BRYAN - COLLEGE STATION	**79.2**	**90.5**	**14.3**	**32.1**	**20.7**	**881,766**	**82.7**	**18,141**	**27,469**	**481,975**	**55.6**	**11,649**	**15,015**	**.0353**	**.0381**
Brazos	79.2	90.5	14.3	32.1	20.7	881,766	82.7	18,141	27,469	481,975	55.6	11,649	15,015	.0353	.0381
CORPUS CHRISTI	**304.1**	**312.7**	**2.8**	**103.4**	**7.7**	**2,740,605**	**62.9**	**17,522**	**26,505**	**2,093,972**	**59.2**	**13,701**	**20,251**	**.1343**	**.1352**
Nueces	251.5	255.5	1.6	85.0	6.4	2,338,648	61.8	18,095	27,514	1,919,766	61.5	14,875	22,585	.1167	.1174
San Patricio	52.6	57.2	8.7	18.4	14.3	401,957	70.1	14,678	21,845	174,206	37.4	7,875	9,468	.0176	.0178
DALLAS - FORT WORTH	**2,711.1**	**2,867.1**	**5.8**	**1,055.5**	**10.7**	**33,507,492**	**65.1**	**21,278**	**31,746**	**17,346,059**	**42.9**	**12,726**	**16,434**	**1.3973**	**1.3756**
Collin	110.8	133.2	20.2	49.5	26.3	1,487,226	94.2	19,538	30,045	368,883	57.4	5,977	7,452	.0453	.0521
Dallas	1,485.3	1,541.1	3.8	564.9	8.2	19,429,338	62.5	22,900	34,394	10,096,086	40.4	13,775	17,872	.8142	.7880
Denton	102.2	113.4	11.0	40.9	16.9	1,200,065	78.6	19,202	29,341	717,100	66.3	12,319	17,533	.0485	.0524
Ellis	53.8	55.9	3.9	20.7	8.4	549,505	69.3	16,993	26,546	211,042	37.1	8,059	10,195	.0219	.0216
Hood	11.5	12.5	8.7	5.3	15.2	113,394	74.7	14,110	21,395	62,027	44.9	9,303	11,703	.0049	.0051
Johnson	58.2	63.4	8.9	26.0	16.6	632,480	74.2	16,278	24,326	232,133	39.3	7,475	8,928	.0240	.0246
Kaufman	36.7	38.7	5.4	13.5	9.8	324,380	68.2	15,683	24,028	143,728	37.8	8,480	10,647	.0138	.0137
Parker	35.1	36.2	3.1	12.7	6.7	338,680	60.2	17,763	26,668	207,055	55.6	11,181	16,304	.0154	.0152
Rockwall	10.0	11.0	10.0	4.6	21.1	98,532	63.8	15,828	21,420	28,665	18.4	6,369	6,232	.0039	.0036
Tarrant	785.2	838.6	6.8	308.8	12.0	9,124,430	64.1	20,172	29,548	5,190,706	44.5	13,036	16,809	.3964	.3907
Wise	22.3	23.1	3.6	8.6	6.2	209,462	62.4	15,924	24,356	88,634	34.5	8,137	10,306	.0090	.0086

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

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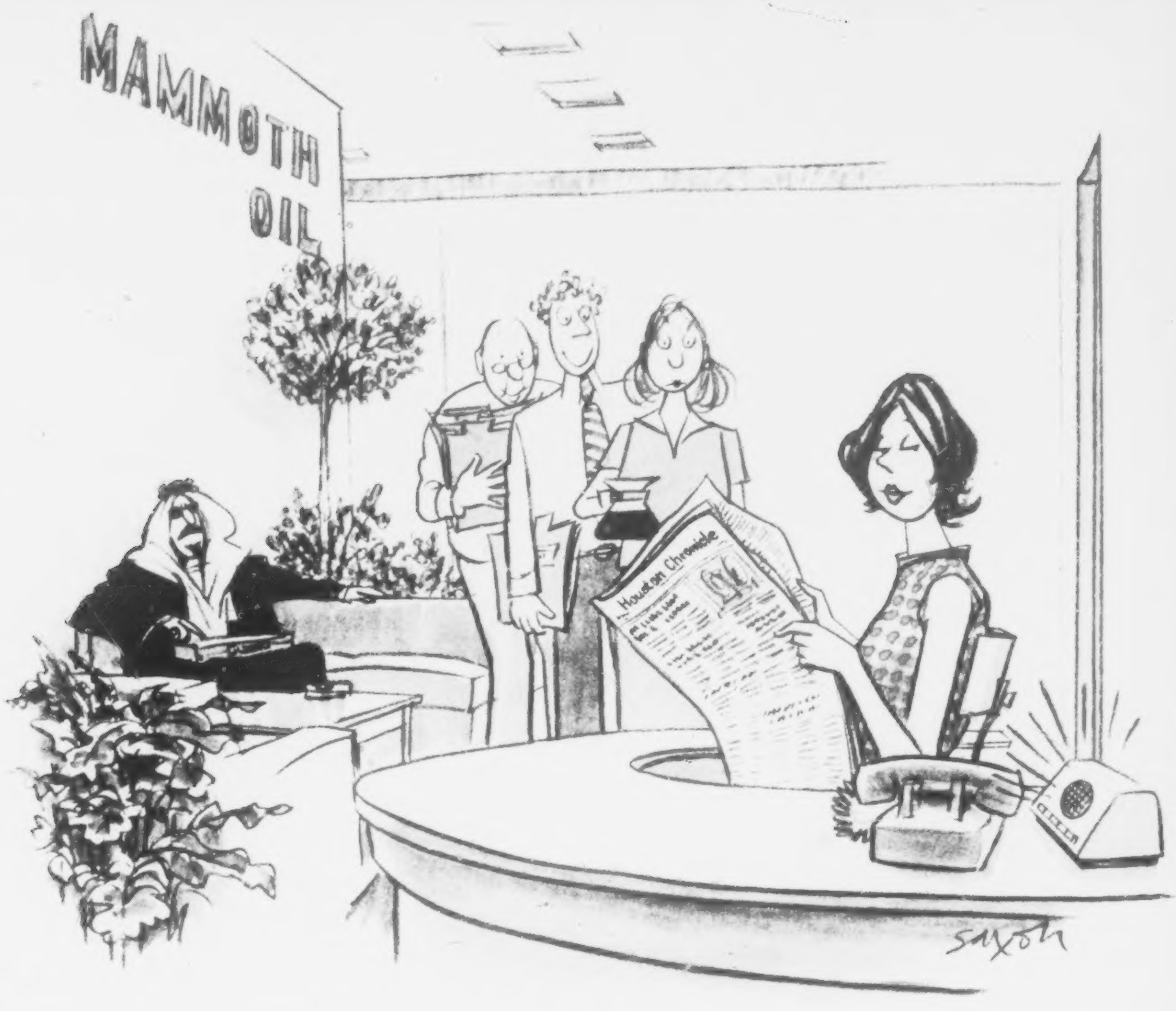
So next time you buy Dallas, buy the paper that works harder for you. All day long. Buy Dallas' all-day paper.

Dallas Times Herald

Fresher than ever, all day long.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
TEXAS (cont.)															
EL PASO	**446.2**	**499.6**	**12.0**	**154.2**	**16.9**	**4,048,685**	**75.8**	**17,458**	**26,256**	**2,645,678**	**48.4**	**13,515**	**17,157**	**.1859**	**.1924**
El Paso	446.2	499.6	12.0	154.2	16.9	4,048,685	75.8	17,458	26,256	2,645,678	48.4	13,515	17,157	.1859	.1924
GALVESTON - TEXAS CITY	**202.8**	**222.6**	**9.8**	**82.0**	**15.8**	**2,175,738**	**67.7**	**18,322**	**26,533**	**1,405,908**	**79.4**	**11,069**	**17,145**	**.0922**	**.0992**
Galveston	202.8	222.6	9.8	82.0	15.8	2,175,738	67.7	18,322	26,533	1,405,908	79.4	11,069	17,145	.0922	.0992
HOUSTON	**2,656.9**	**3,048.4**	**14.7**	**1,123.2**	**21.3**	**38,926,184**	**87.4**	**22,437**	**34,657**	**25,624,823**	**87.0**	**14,803**	**22,814**	**1.4659**	**1.7018**
Brazoria	137.2	153.5	11.9	53.7	19.3	1,807,180	84.1	21,815	33,653	960,876	72.6	12,371	17,893	.0670	.0746
Fort Bend	93.5	121.4	29.8	35.4	33.1	1,001,016	110.2	17,906	28,277	290,865	64.7	6,638	8,217	.0316	.0389
Harris	2,266.1	2,580.6	13.9	965.8	20.7	34,285,311	86.6	22,960	35,499	23,531,003	88.8	15,569	24,364	1.3017	1.5126
Liberty	41.9	46.3	10.5	17.6	17.3	454,613	89.8	15,964	25,830	303,623	70.0	11,904	17,251	.0188	.0208
Montgomery	101.8	128.8	26.5	45.6	34.1	1,250,197	102.0	18,204	27,417	429,980	64.7	7,681	9,429	.0404	.0481
Waller	16.4	17.8	8.5	5.1	10.9	127,867	72.7	16,099	25,072	108,476	61.0	14,648	21,270	.0064	.0068
HOUSTON - GALVESTON CONSOLIDATED AREA	***2,859.7***	***3,271.0***	***14.4***	***1,205.2***	***21.0***	***41,101,922***	***86.3***	***22,144***	***34,104***	***27,030,731***	***86.6***	***14,537***	***22,428***	***1.5581***	***1.8010***
KILLEEN - TEMPLE	**222.0**	**254.2**	**14.5**	**77.7**	**18.3**	**2,109,859**	**80.5**	**17,787**	**27,154**	**1,072,727**	**53.6**	**10,633**	**13,806**	**.0862**	**.0925**
Bell	173.3	198.2	14.4	64.2	18.7	1,668,369	79.5	17,178	25,987	930,785	53.4	11,216	14,498	.0702	.0749
Coryell	48.7	56.0	15.0	13.5	16.4	441,490	84.5	20,624	32,703	141,942	54.7	7,912	10,514	.0160	.0176
LAREDO	**88.8**	**97.6**	**9.9**	**29.5**	**17.5**	**608,922**	**81.4**	**13,376**	**20,641**	**749,887**	**65.2**	**18,087**	**25,420**	**.0365**	**.0390**
Webb	88.8	97.6	9.9	29.5	17.5	608,922	81.4	13,376	20,641	749,887	65.2	18,087	25,420	.0365	.0390
LONGVIEW - MARSHALL	**134.1**	**140.2**	**4.5**	**51.2**	**8.2**	**1,342,431**	**68.1**	**16,879**	**26,219**	**1,058,223**	**52.7**	**14,647**	**20,668**	**.0654**	**.0657**
Gregg	88.2	92.7	5.1	34.2	8.6	947,100	69.7	17,719	27,693	858,801	56.9	17,379	25,111	.0476	.0484
Harrison	45.9	47.5	3.5	17.0	7.6	395,331	64.6	15,204	23,255	199,422	37.2	9,201	11,731	.0178	.0173
LUBBOCK	**205.3**	**224.2**	**9.2**	**83.4**	**17.1**	**2,461,679**	**80.9**	**19,109**	**29,517**	**1,396,299**	**70.6**	**11,495**	**16,742**	**.0959**	**.1052**
Lubbock	205.3	224.2	9.2	83.4	17.1	2,461,679	80.9	19,109	29,517	1,396,299	70.6	11,495	16,742	.0959	.1052
MCALLEN - PHARR - EDINBURG	**242.3**	**291.4**	**20.3**	**81.9**	**25.6**	**1,686,077**	**95.0**	**13,261**	**20,587**	**1,145,278**	**56.7**	**11,207**	**13,984**	**.0790**	**.0883**
Hidalgo	242.3	291.4	20.3	81.9	25.6	1,686,077	95.0	13,261	20,587	1,145,278	56.7	11,207	13,984	.0790	.0883
MIDLAND	**75.0**	**84.8**	**13.1**	**31.7**	**21.0**	**1,101,438**	**82.9**	**22,987**	**34,746**	**647,347**	**58.7**	**15,565**	**20,421**	**.0427**	**.0462**
Midland	75.0	84.8	13.1	31.7	21.0	1,101,438	82.9	22,987	34,746	647,347	58.7	15,565	20,421	.0427	.0462
ODESSA	**108.6**	**121.1**	**11.5**	**44.9**	**19.4**	**1,349,513**	**82.0**	**19,723**	**30,056**	**890,050**	**57.9**	**14,995**	**19,823**	**.0563**	**.0603**
Ector	108.6	121.1	11.5	44.9	19.4	1,349,513	82.0	19,723	30,056	890,050	57.9	14,995	19,823	.0563	.0603
SAN ANGELO	**78.2**	**86.1**	**10.1**	**33.6**	**16.7**	**815,355**	**74.5**	**16,223**	**24,267**	**451,514**	**50.2**	**10,440**	**13,438**	**.0343**	**.0356**
Tom Green	78.2	86.1	10.1	33.6	16.7	815,355	74.5	16,223	24,267	451,514	50.2	10,440	13,438	.0343	.0356
SAN ANTONIO	**1,021.4**	**1,065.9**	**4.4**	**352.0**	**9.2**	**10,044,282**	**67.5**	**18,614**	**28,535**	**5,476,593**	**45.8**	**11,658**	**15,559**	**.4390**	**.4367**
Bexar	949.4	988.9	4.2	324.5	9.1	9,365,068	67.1	18,844	28,860	5,205,414	46.0	11,986	16,041	.4119	.4091
Comal	32.0	34.8	8.8	12.7	13.4	299,753	70.4	15,707	23,603	119,614	42.7	7,482	9,418	.0120	.0123
Guadalupe	40.0	42.2	5.5	14.8	8.8	379,461	74.7	15,969	25,639	151,565	40.7	7,920	10,241	.0151	.0153
SHERMAN - DENISON	**83.9**	**83.8**	**–.1**	**34.6**	**6.5**	**962,253**	**68.4**	**17,579**	**27,811**	**703,268**	**62.1**	**13,345**	**20,326**	**.0434**	**.0445**
Grayson	83.9	83.8	–.1	34.6	6.5	962,253	68.4	17,579	27,811	703,268	62.1	13,345	20,326	.0434	.0445
TEXARKANA	**117.8**	**121.9**	**3.5**	**47.7**	**10.2**	**940,000**	**55.8**	**13,937**	**19,706**	**617,296**	**37.2**	**10,392**	**12,941**	**.0482**	**.0451**
Bowie	72.9	75.3	3.3	30.4	10.5	553,553	48.0	13,600	18,209	356,772	24.2	10,448	11,736	.0302	.0267
Little River, Ark.	*11.1*	*10.2*	*–8.1*	*3.7*	*–2.6*	*81,259*	*50.6*	*14,199*	*21,962*	*43,642*	*54.0*	*7,456*	*11,795*	*.0039*	*.0036*
Miller, Ark.	*33.8*	*36.4*	*7.7*	*13.6*	*13.3*	*305,188*	*73.9*	*14,627*	*22,440*	*216,882*	*61.5*	*11,193*	*15,947*	*.0141*	*.0148*
TYLER	**113.3**	**121.2**	**7.0**	**47.1**	**13.8**	**1,291,153**	**74.9**	**17,836**	**27,413**	**768,712**	**46.6**	**12,665**	**16,321**	**.0552**	**.0563**
Smith	113.3	121.2	7.0	47.1	13.8	1,291,153	74.9	17,836	27,413	768,712	46.6	12,665	16,321	.0552	.0563
△ **VICTORIA**	**62.7**	**70.1**	**11.8**	**23.2**	**16.6**	**671,791**	**85.0**	**18,246**	**28,957**	**344,699**	**45.1**	**11,940**	**14,858**	**.0270**	**.0286**
Victoria	62.7	70.1	11.8	23.2	16.6	671,791	85.0	18,246	28,957	344,699	45.1	11,940	14,858	.0270	.0286
WACO	**159.9**	**165.2**	**3.3**	**63.4**	**8.6**	**1,529,184**	**65.1**	**15,864**	**24,120**	**996,326**	**46.9**	**11,610**	**15,715**	**.0716**	**.0706**
McLennan	159.9	165.2	3.3	63.4	8.6	1,529,184	65.1	15,864	24,120	996,326	46.9	11,610	15,715	.0716	.0706
WICHITA FALLS	**130.8**	**134.1**	**2.5**	**51.8**	**9.1**	**1,468,241**	**68.4**	**18,360**	**28,344**	**947,957**	**47.1**	**13,565**	**18,300**	**.0660**	**.0654**
Clay	9.0	9.4	4.4	3.6	5.9	84,538	64.5	15,119	23,483	23,638	26.4	5,500	6,566	.0034	.0031
Wichita	121.8	124.7	2.4	48.2	9.3	1,383,703	68.6	18,610	28,708	924,319	47.7	14,187	19,177	.0626	.0623
TOTAL METRO COUNTIES	**10,545.9**	**11,579.6**	**9.8**	**4,133.8**	**15.5**	**125,801,883**	**75.8**	**19,982**	**30,433**	**75,632,515**	**61.2**	**13,104**	**18,296**	**5.1659**	**5.4814**
TOTAL STATE	**13,171.2**	**14,356.0**	**9.0**	**5,129.7**	**14.0**	**148,244,021**	**74.6**	**18,862**	**28,899**	**87,513,008**	**58.9**	**12,233**	**17,060**	**6.1672**	**6.4832**
UTAH															
PROVO - OREM	**188.4**	**219.3**	**16.4**	**62.7**	**22.2**	**1,708,493**	**88.5**	**17,672**	**27,249**	**998,438**	**91.9**	**10,140**	**15,924**	**.0677**	**.0792**
Utah	188.4	219.3	16.4	62.7	22.2	1,708,493	88.5	17,672	27,249	998,438	91.9	10,140	15,924	.0677	.0792
SALT LAKE CITY - OGDEN	**851.7**	**928.6**	**9.0**	**299.8**	**14.1**	**8,648,813**	**71.0**	**19,252**	**28,849**	**5,623,588**	**71.4**	**12,489**	**18,758**	**.3735**	**.3984**
Davis	127.6	140.4	10.0	37.3	14.4	1,202,764	72.7	21,363	32,246	499,847	72.1	8,907	13,401	.0465	.0498
Salt Lake	560.5	620.5	10.7	205.9	15.9	5,963,153	74.7	19,204	28,961	4,185,430	75.4	13,429	20,327	.2571	.2802
Tooele	24.4	24.8	1.6	7.8	5.4	229,409	60.7	19,291	29,411	96,143	61.9	8,026	12,326	.0093	.0094
Weber	139.2	142.9	2.7	48.8	8.4	1,253,487	55.5	17,909	25,686	842,168	54.6	12,106	17,258	.0606	.0590
TOTAL METRO COUNTIES	**1,040.1**	**1,147.9**	**10.4**	**362.5**	**15.4**	**10,357,306**	**73.7**	**18,994**	**28,572**	**6,622,026**	**74.2**	**12,105**	**18,268**	**.4412**	**.4776**
TOTAL STATE	**1,321.3**	**1,464.4**	**10.8**	**465.4**	**16.0**	**12,651,713**	**74.1**	**18,112**	**27,185**	**7,925,730**	**72.8**	**11,433**	**17,030**	**.5410**	**.5847**
VERMONT															
△ **BURLINGTON**	**113.5**	**124.0**	**9.3**	**42.7**	**17.0**	**1,074,191**	**59.4**	**18,459**	**25,157**	**673,928**	**54.8**	**11,929**	**15,783**	**.0497**	**.0497**
Chittenden	113.5	124.0	9.3	42.7	17.0	1,074,191	59.4	18,459	25,157	673,928	54.8	11,929	15,783	.0497	.0497
TOTAL METRO COUNTIES	**113.5**	**124.0**	**9.3**	**42.7**	**17.0**	**1,074,191**	**59.4**	**18,459**	**25,157**	**673,928**	**54.8**	**11,929**	**15,783**	**.0497**	**.0497**
TOTAL STATE	**492.2**	**521.5**	**6.0**	**193.5**	**13.8**	**4,223,090**	**57.5**	**15,762**	**21,825**	**2,769,405**	**51.3**	**10,762**	**14,312**	**.2051**	**.2009**



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
VIRGINIA															
△ DANVILLE	107.9	108.8	.8	39.2	5.7	973,529	67.6	15,657	24,835	570,708	66.1	9,261	14,559	.0427	.0438
Danville	44.9	43.4	-3.3	16.9	.6	462,685	60.1	17,205	27,378	457,105	61.6	16,841	27,048	.0245	.0244
Pittsylvania	63.0	65.4	3.8	22.3	9.9	510,844	75.1	14,376	22,908	113,603	87.2	2,989	5,094	.0182	.0194
LYNCHBURG	149.[illegible]	157.0	5.2	55.2	9.3	1,291,047	61.6	15,823	23,389	821,962	48.4	10,970	14,891	.0616	.0607
Amherst	28.6	30.6	7.0	9.0	11.1	223,907	69.3	16,332	24,879	91,198	73.2	6,499	10,133	.0091	.0097
Appomattox	11.5	12.0	4.3	4.0	5.3	74,171	50.9	12,935	18,543	48,408	42.5	8,941	12,102	.0040	.0038
Campbell	45.7	55.5	21.4	19.3	27.0	558,271	100.8	18,292	28,926	194,712	125.4	5,684	10,089	.0170	.0213
Lynchburg	63.4	58.9	-7.1	22.9	-2.1	434,698	28.0	14,511	18,982	487,644	28.0	16,281	21,294	.0315	.0259
NEWPORT NEWS - HAMPTON	367.4	388.4	5.7	132.9	11.3	3,154,805	52.0	17,378	23,738	1,939,214	55.8	10,427	14,592	.1512	.1471
Gloucester	17.8	19.3	8.4	7.6	15.2	136,259	58.3	13,041	17,929	69,757	54.6	6,835	9,179	.0063	.0063
Hampton	128.5	133.8	4.1	46.7	10.1	1,125,458	52.4	17,415	24,100	760,520	53.8	11,663	16,285	.0554	.0536
James City	21.8	24.7	13.3	7.7	20.3	158,277	62.4	15,224	20,555	46,715	66.4	4,386	6,067	.0063	.0067
Newport News	144.6	148.6	2.8	51.6	8.2	1,116,970	42.5	16,433	21,647	704,989	52.1	9,717	13,663	.0575	.0535
Poquoson	9.0	10.1	12.2	3.5	16.7	89,119	73.9	17,084	25,463	12,759	75.0	2,431	3,645	.0029	.0031
Williamsburg	10.8	11.8	9.3	3.3	10.0	125,057	69.0	24,665	37,896	274,072	65.3	55,277	83,052	.0097	.0101
York	34.9	40.1	14.9	12.5	21.4	403,665	65.5	23,686	32,293	70,402	72.9	3,952	5,632	.0131	.0138
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	814.6	866.0	6.3	28[illegible].8	11.9	7,717,149	63.4	18,490	27,002	4,435,113	72.5	10,069	15,518	.3326	.3450
Chesapeake	115.2	132.5	15.0	42.6	19.3	963,417	70.1	15,862	22,615	357,175	71.4	5,837	8,384	.0378	.0406
Norfolk	283.7	273.5	-3.6	92.5	3.7	2,645,432	57.9	18,783	28,599	1,767,334	69.5	11,688	19,106	.1223	.1220
Portsmouth	107.6	106.5	-1.0	39.5	4.2	979,972	59.6	16,199	24,809	608,096	68.6	9,516	15,395	.0443	.0445
Suffolk	47.8	48.3	1.0	16.4	5.8	462,885	36.6	21,856	28,225	198,337	43.6	8,910	12,094	.0213	.0189
Virginia Beach	250.5	293.3	17.1	90.2	22.7	2,577,892	74.0	20,156	28,580	1,485,544	82.9	11,053	16,469	.1041	.1156
Currituck, N. C.	*9.8*	*11.9*	*21.4*	*4.6*	*27.8*	*87,551*	*88.9*	*12,875*	*19,033*	*8,627*	*97.4*	*2,621*	*4,049*	*.0028*	*.0034*
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	130.7	135.8	3.9	45.8	10.1	1,222,729	66.0	17,710	26,697	765,040	68.0	10,948	16,704	.0542	.0559
Colonial Heights	17.6	18.6	5.7	7.3	12.3	197,148	61.5	18,786	27,007	105,157	55.3	10,416	14,405	.0084	.0083
Dinwiddie	22.5	21.8	-3.1	6.4	3.2	177,964	62.4	17,671	27,807	34,594	94.2	2,873	5,405	.0065	.0065
Hopewell	23.7	24.2	2.1	9.2	8.2	262,673	68.3	18,367	28,551	178,351	90.6	11,011	19,386	.0110	.0119
Petersburg	43.2	46.4	7.4	16.9	11.9	357,968	64.6	14,401	21,182	393,574	58.2	16,477	23,288	.0206	.0209
Prince George	23.7	24.8	4.6	6.0	13.2	226,976	72.6	24,813	37,829	53,364	94.0	5,190	8,894	.0077	.0083
RICHMOND	616.2	645.6	4.8	236.8	10.0	7,049,839	65.9	19,738	29,[illegible]71	3,848,180	65.8	10,783	16,251	.2890	.2977
Charles City	6.8	6.8	.0	1.8	.0	28,512	40.9	11,239	15,840	3,109	26.7	1,363	1,727	.0014	.0013
Chesterfield	122.1	132.1	8.2	44.7	14.3	1,230,737	61.4	19,498	27,533	454,149	56.8	7,407	10,160	.0482	.0485
Goochland	11.8	13.2	11.9	4.0	17.6	95,385	74.3	16,096	23,846	19,931	71.6	3,416	4,983	.0034	.0037
Hanover	52.7	61.3	16.3	21.0	23.5	603,457	85.7	19,115	28,736	266,688	82.8	8,584	12,699	.0215	.0245
Henrico	179.5	197.5	10.0	73.8	15.9	2,470,020	75.2	22,133	33,469	1,341,236	82.4	11,542	18,174	.0923	.1018
New Kent	7.3	9.2	26.0	3.0	30.4	67,251	100.7	14,570	22,417	31,980	99.9	6,957	10,660	.0024	.0029
Powhatan	12.3	13.3	8.1	3.9	18.2	123,051	80.8	20,630	31,552	15,786	74.4	2,742	4,048	.0038	.0041
Richmond city	223.7	212.2	-5.1	84.6	-.1	2,431,426	54.3	18,606	28,740	1,715,301	54.3	13,124	20,275	.1160	.1109
ROANOKE	220.9	226.3	2.4	87.9	7.7	2,268,671	63.6	16,998	25,810	1,419,607	53.1	11,365	16,150	.1022	.1018
Botetourt	22.4	24.9	11.2	9.2	16.5	206,982	74.0	15,055	22,498	66,025	91.1	4,374	7,177	.0074	.0082
Craig	4.1	4.4	7.3	1.9	18.8	23,319	56.4	9,321	12,273	9,615	76.9	3,396	5,061	.0011	.0011
Roanoke	71.0	81.3	14.5	29.3	21.6	925,445	84.9	20,764	31,585	276,386	90.1	6,032	9,433	.0291	.0335
Roanoke city	98.4	91.2	-7.3	38.5	-2.0	866,086	44.9	15,212	22,496	710,630	35.3	13,364	18,458	.0490	.0431
Salem	25.0	24.5	-2.0	9.0	3.4	246,839	59.3	17,811	27,427	356,951	64.6	24,922	39,661	.0156	.0159
TOTAL METRO COUNTIES	3,538.7	3,759.9	6.3	1,317.4	11.1	40,914,847	64.8	20,936	31,057	21,487,133	65.4	10,954	16,310	1.6612	1.7094
TOTAL STATE	5,210.3	5,556.1	6.6	1,957.1	11.6	54,930,654	66.2	18,846	28,067	29,292,684	66.3	10,041	14,967	2.2684	2.3494
WASHINGTON															
△ BREMERTON	128.9	135.5	5.1	51.7	12.1	1,803,215	69.9	23,018	34,878	671,341	56.2	9,322	12,985	.0645	.0663
Kitsap	128.9	135.5	5.1	51.7	12.1	1,803,215	69.9	23,018	34,878	671,341	56.2	9,322	12,985	.0645	.0663
△ OLYMPIA	111.0	129.1	16.3	50.5	24.4	1,573,864	87.3	20,694	31,166	693,355	73.1	9,867	13,730	.0540	.0614
Thurston	111.0	129.1	16.3	50.5	24.4	1,573,864	87.3	20,694	31,166	693,355	73.1	9,867	13,730	.0540	.0614
RICHLAND - KENNEWICK - PASCO	123.4	156.0	26.4	54.9	34.2	1,791,129	105.5	21,315	32,625	836,488	86.9	10,944	15,237	.0579	.0716
Benton	93.6	120.5	28.7	42.7	37.3	1,352,585	106.2	21,091	31,676	600,550	85.1	10,433	14,064	.0432	.0536
Franklin	29.8	35.5	19.1	12.2	24.5	438,544	103.1	22,029	35,946	235,938	91.6	12,565	19,339	.0147	.0180
SEATTLE - EVERETT	1,474.8	1,475.8	.1	604.1	7.9	17,454,333	49.4	20,877	28,893	10,024,181	44.1	12,430	16,594	.7952	.7382
King	1,190.1	1,185.8	-.4	493.3	7.4	14,685,692	49.7	21,357	29,770	8,456,286	43.7	12,815	17,142	.6649	.6168
Snohomish	284.7	290.0	1.9	110.8	10.4	2,768,641	47.6	18,680	24,988	1,567,895	46.4	10,668	14,151	.1303	.1214
SEATTLE - TACOMA CONSOLIDATED AREA	*1,915.9*	*1,924.4*	*.4*	*768.4*	*8.3*	*21,884,115*	*50.1*	*20,543*	*28,480*	*12,345,568*	*43.7*	*12,109*	*16,067*	*.9958*	*.9268*

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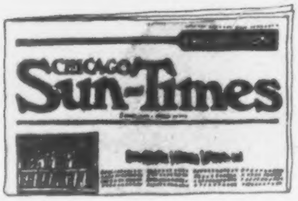
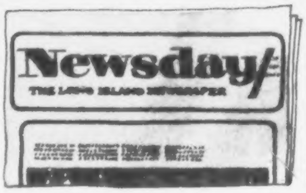
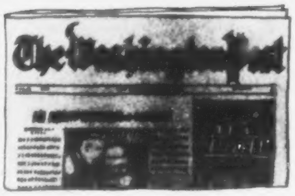
WHAT MAKES THESE THE FOUR FASTEST GROWING DAILIES IN THE COUNTRY?



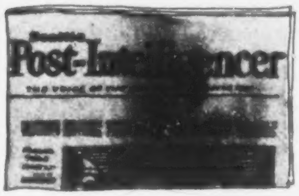
It's a darn good paper and the Chicago Daily News folded.



It's a darn good paper and the Times, Post and Daily News all went on strike.



It's a darn good paper and there's been an increase in service-oriented jobs held by people who need to start their days more informed by reading a morning newspaper.



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WAKE UP TO THE SEATTLE P-I.

Source: Publishers statement for 6 months ending 3/31/79 as filed with the Audit Bureau of Circulations. Seattle Continuing Market Study, Belden Associates, Dallas.

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
WASH. (cont.)															
SPOKANE	323.5	342.2	5.8	135.4	13.9	3,589,729	68.0	17,968	26,512	1,828,543	48.5	10,359	13,505	.1488	.1497
Spokane	323.5	342.2	5.8	135.4	13.9	3,589,729	68.0	17,968	26,512	1,828,543	48.5	10,359	13,505	.1488	.1497
TACOMA	441.1	448.6	1.7	164.3	9.6	4,429,782	53.1	19,297	26,962	2,321,387	41.9	10,911	14,129	.2006	.1886
Pierce	441.1	448.6	1.7	164.3	9.6	4,429,782	53.1	19,297	26,962	2,321,387	41.9	10,911	14,129	.2006	.1886
YAKIMA	158.2	166.2	5.1	63.6	11.6	1,566,373	69.3	16,235	24,629	897,510	46.9	10,717	14,112	.0690	.0691
Yakima	158.2	166.2	5.1	63.6	11.6	1,566,373	69.3	16,235	24,629	897,510	46.9	10,717	14,112	.0690	.0691
TOTAL METRO COUNTIES	2,932.1	3,047.3	3.9	1,198.1	11.6	34,294,121	58.8	20,104	28,624	18,041,593	47.9	11,354	15,059	1.4643	1.4245
TOTAL STATE	3,776.2	3,952.2	4.7	1,543.8	12.0	43,718,823	61.5	19,653	28,319	22,425,453	49.4	10,897	14,526	1.8351	1.8083
WEST VIRGINIA															
CHARLESTON	259.8	250.2	−3.7	94.3	.7	2,896,547	60.3	19,303	30,716	1,536,653	70.1	9,652	16,295	.1196	.1199
Kanawha	227.3	215.1	−5.4	82.2	−.6	2,599,851	59.2	19,742	31,628	1,415,192	69.6	10,092	17,216	.1079	.1077
Putnam	32.5	35.1	8.0	12.1	11.0	296,696	70.4	15,975	24,520	121,461	76.3	6,321	10,038	.0117	.0122
HUNTINGTON - ASHLAND	298.1	305.1	2.3	112.4	7.1	2,824,088	63.3	16,490	25,125	1,670,315	55.4	10,247	14,860	.1268	.1263
Cabell	105.8	106.3	.5	41.7	5.6	1,114,582	62.6	17,350	26,729	713,754	54.7	11,683	17,116	.0504	.0500
Wayne	41.4	43.7	5.6	15.7	10.6	362,040	71.9	14,827	23,060	159,946	87.2	6,016	10,188	.0142	.0152
Boyd, Ky.	*53.3*	*53.1*	*−.4*	*19.0*	*3.3*	*553,112*	*61.0*	*18,669*	*29,111*	*381,307*	*55.1*	*13,358*	*20,069*	*.0258*	*.0254*
Greenup, Ky.	*34.7*	*38.0*	*9.5*	*12.8*	*15.3*	*376,460*	*84.0*	*18,429*	*29,411*	*167,458*	*97.8*	*7,627*	*13,083*	*.0135*	*.0154*
Lawrence, Ohio	*62.9*	*64.0*	*1.7*	*23.2*	*6.9*	*417,894*	*46.2*	*13,174*	*18,013*	*247,850*	*25.5*	*9,103*	*10,683*	*.0229*	*.0203*
PARKERSBURG - MARIETTA	154.9	155.5	.4	55.8	4.3	1,460,091	58.5	17,215	26,167	911,691	46.4	11,636	16,339	.0690	.0663
Wirt	4.8	5.6	16.7	1.8	12.5	33,189	73.5	11,958	18,438	5,210	47.8	2,204	2,894	.0013	.0014
Wood	90.4	90.0	−.4	32.8	3.5	929,958	60.5	18,280	28,352	536,082	54.0	10,982	16,344	.0411	.0404
Washington, Ohio	*59.7*	*59.9*	*.3*	*21.2*	*5.0*	*496,944*	*54.2*	*15,959*	*23,441*	*370,399*	*36.7*	*13,411*	*17,472*	*.0266*	*.0245*
STEUBENVILLE - WEIRTON	163.5	156.7	−4.2	57.1	1.2	1,713,335	55.2	19,574	30,006	835,500	49.7	9,896	14,632	.0737	.0699
Brooke	30.9	28.9	−6.5	10.4	−1.9	335,031	53.0	20,662	32,215	137,345	56.8	8,261	13,206	.0137	.0129
Hancock	40.4	38.7	−4.2	14.0	1.4	468,841	57.2	21,611	33,489	190,499	72.2	8,015	13,607	.0181	.0178
Jefferson, Ohio	*92.2*	*89.1*	*−3.4*	*32.7*	*2.2*	*909,463*	*55.0*	*18,335*	*27,812*	*507,656*	*41.0*	*11,248*	*15,525*	*.0419*	*.0392*
WHEELING	182.9	181.5	−.8	69.3	4.5	1,784,342	58.3	17,002	25,748	1,136,726	47.8	11,591	16,393	.0839	.0810
Marshall	40.7	40.5	−.5	15.1	5.6	375,801	59.8	16,442	24,887	201,693	68.6	8,366	13,357	.0162	.0165
Ohio	59.1	57.1	−3.4	22.1	1.4	676,525	58.8	19,542	30,612	489,289	45.3	15,451	22,140	.0325	.0311
Belmont, Ohio	*83.1*	*83.9*	*1.0*	*32.1*	*6.3*	*732,016*	*57.1*	*15,433*	*22,804*	*445,044*	*42.6*	*10,332*	*13,864*	*.0352*	*.0334*
TOTAL METRO COUNTIES	673.3	661.0	−1.8	247.9	2.8	7,192,514	60.6	18,580	29,014	3,970,471	61.6	10,189	16,016	.3071	.3052
TOTAL STATE	1,882.5	1,942.9	3.2	700.8	7.3	17,719,100	68.1	16,143	25,284	9,795,115	69.2	8,866	13,977	.7499	.7789
WISCONSIN															
APPLETON - OSHKOSH	294.0	303.1	3.1	103.7	9.5	2,944,684	59.2	19,538	28,396	1,696,397	58.0	11,340	16,359	.1305	.1292
Calumet	28.9	28.6	−1.0	9.4	6.8	276,222	59.9	19,627	29,385	99,591	62.8	6,951	10,595	.0108	.0107
Outagamie	129.4	134.3	3.8	45.2	10.5	1,284,346	59.7	19,666	28,415	846,304	56.5	13,218	18,724	.0595	.0591
Winnebago	135.7	140.2	3.3	49.1	9.1	1,384,116	58.5	19,404	28,190	750,502	59.0	10,491	15,285	.0602	.0594
DULUTH - SUPERIOR	265.5	274.5	3.4	107.5	11.1	2,632,681	63.0	16,682	24,490	1,768,168	58.6	11,518	16,448	.1212	.1218
Douglas	45.1	46.0	2.0	18.4	10.2	458,923	68.2	16,337	24,941	260,934	54.4	10,120	14,181	.0198	.0200
St. Louis, Minn.	*220.4*	*228.5*	*3.7*	*89.1*	*11.2*	*2,173,758*	*62.0*	*16,754*	*24,397*	*1,507,234*	*59.3*	*11,810*	*16,916*	*.1014*	*.1018*
EAU CLAIRE	124.9	130.0	4.1	45.3	10.2	1,021,941	53.4	16,205	22,559	728,980	47.2	12,048	16,092	.0527	.0503
Chippewa	48.9	48.9	.0	16.6	6.4	430,297	60.8	17,150	25,922	282,420	63.1	11,102	17,013	.0202	.0202
Eau Claire	76.0	81.1	6.7	28.7	12.5	591,644	48.5	15,627	20,615	446,560	38.7	12,626	15,560	.0325	.0301
GREEN BAY	176.7	192.5	8.9	65.5	17.2	1,872,755	71.9	19,484	28,592	1,122,511	68.2	11,941	17,138	.0783	.0832
Brown	176.7	192.5	8.9	65.5	17.2	1,872,755	71.9	19,484	28,592	1,122,511	68.2	11,941	17,138	.0783	.0832
JANESVILLE - BELOIT	135.8	137.8	1.5	49.3	7.4	1,628,781	68.3	21,081	33,038	862,793	59.9	11,752	17,501	.0657	.0672
Rock	135.8	137.8	1.5	49.3	7.4	1,628,781	68.3	21,081	33,038	862,793	59.9	11,752	17,501	.0657	.0672
KENOSHA	128.1	133.6	4.3	49.1	11.6	1,699,519	76.7	21,860	34,613	751,293	70.8	9,996	15,301	.0612	.0657
Kenosha	128.1	133.6	4.3	49.1	11.6	1,699,519	76.7	21,860	34,613	751,293	70.8	9,996	15,301	.0612	.0657
LA CROSSE	88.9	96.3	8.3	35.3	15.7	778,805	62.8	15,682	22,062	617,349	51.8	13,331	17,489	.0398	.0396
La Crosse	88.9	96.3	8.3	35.3	15.7	778,805	62.8	15,682	22,062	617,349	51.8	13,331	17,489	.0398	.0396

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	1983	RETAIL SALES 1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	1983	BUYING POWER INDEX 1978	1983
WISC. (cont.)															
MADISON	**319.3**	**341.3**	**6.9**	**130.6**	**14.8**	**4,058,936**	**68.6**	**21,149**	**31,079**	**2,267,967**	**65.5**	**12,039**	**17,366**	**.1629**	**.1701**
Dane	319.3	341.3	6.9	130.6	14.8	4,058,936	68.6	21,149	31,079	2,267,967	65.5	12,039	17,366	.1629	.1701
△ MANITOWOC - TWO RIVERS	**84.3**	**86.3**	**2.4**	**30.5**	**8.2**	**738,380**	**50.3**	**17,415**	**24,209**	**348,584**	**39.3**	**8,876**	**11,429**	**.0338**	**.0316**
Manitowoc	84.3	86.3	2.4	30.5	8.2	738,380	50.3	17,415	24,209	348,584	39.3	8,876	11,429	.0338	.0316
MILWAUKEE	**1,414.1**	**1,460.2**	**3.3**	**534.5**	**9.2**	**16,600,485**	**59.8**	**21,216**	**31,058**	**8,911,965**	**54.2**	**11,805**	**16,673**	**.7012**	**.6924**
Milwaukee	984.5	982.6	–.2	379.4	5.9	10,542,244	50.7	19,525	27,787	6,236,950	46.8	11,851	16,439	.4884	.4581
Ozaukee	70.3	78.0	11.0	25.3	17.7	942,145	72.4	25,411	37,239	350,664	74.9	9,324	13,860	.0327	.0352
Washington	81.2	90.9	11.9	30.3	19.8	1,039,940	81.2	22,686	34,321	461,462	83.4	9,947	15,230	.0365	.0411
Waukesha	278.1	308.7	11.0	99.5	18.0	4,076,156	79.8	26,895	40,966	1,862,889	72.7	12,798	18,723	.1436	.1580
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,590.5*	*1,636.0*	*2.9*	*599.4*	*9.0*	*18,482,877*	*59.2*	*21,109*	*30,836*	*9,930,834*	*54.8*	*11,661*	*16,568*	*.7831*	*.7719*
RACINE	**176.4**	**175.8**	**–.3**	**64.9**	**7.3**	**1,882,392**	**53.7**	**20,240**	**29,004**	**1,018,869**	**60.4**	**10,499**	**15,699**	**.0819**	**.0795**
Racine	176.4	175.8	–.3	64.9	7.3	1,882,392	53.7	20,240	29,004	1,018,869	60.4	10,499	15,699	.0819	.0795
△ SHEBOYGAN	**100.6**	**102.1**	**1.5**	**38.0**	**7.3**	**1,024,034**	**56.2**	**18,515**	**26,948**	**520,325**	**49.0**	**9,865**	**13,693**	**.0449**	**.0430**
Sheboygan	100.6	102.1	1.5	38.0	7.3	1,024,034	56.2	18,515	26,948	520,325	49.0	9,865	13,693	.0449	.0430
△ WAUSAU	**107.8**	**113.8**	**5.6**	**39.6**	**11.9**	**1,234,578**	**76.5**	**19,759**	**31,176**	**637,189**	**81.3**	**9,928**	**16,091**	**.0470**	**.0513**
Marathon	107.8	113.8	5.6	39.6	11.9	1,234,578	76.5	19,759	31,176	637,189	81.3	9,928	16,091	.0470	.0513
TOTAL METRO COUNTIES	**3,238.0**	**3,369.3**	**4.1**	**1,221.3**	**10.5**	**36,458,174**	**62.6**	**20,290**	**29,852**	**19,982,320**	**57.9**	**11,458**	**16,362**	**1.5376**	**1.5441**
TOTAL STATE	**4,700.0**	**4,929.8**	**4.9**	**1,780.6**	**11.1**	**50,357,589**	**64.5**	**19,112**	**28,281**	**27,650,183**	**59.2**	**10,842**	**15,529**	**2.1285**	**2.1583**
WYOMING															
△ CHEYENNE	**69.3**	**69.7**	**.6**	**26.0**	**5.7**	**777,209**	**60.3**	**19,713**	**29,893**	**429,404**	**61.1**	**10,835**	**16,516**	**.0330**	**.0329**
Laramie	69.3	69.7	.6	26.0	5.7	777,209	60.3	19,713	29,893	429,404	61.1	10,835	16,516	.0330	.0329
TOTAL METRO COUNTIES	**69.3**	**69.7**	**.6**	**26.0**	**5.7**	**777,209**	**60.3**	**19,713**	**29,893**	**429,404**	**61.1**	**10,835**	**16,516**	**.0330**	**.0329**
TOTAL STATE	**437.6**	**475.7**	**8.7**	**177.5**	**15.6**	**5,089,956**	**73.0**	**19,169**	**28,676**	**2,754,440**	**71.1**	**10,487**	**15,518**	**.2011**	**.2152**

Spokane
Seattle
Washington
Montana
Portland
Oregon
Idaho

SPOKANE

ESSENTIAL FOR PACIFIC NORTHWEST COVERAGE

Spokane is the rich, dynamic newspaper market you must reach to effectively cover the Pacific Northwest.

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- Spans parts of three states
- Spends $4.5 billion annually on retail purchases
- Is home for over 1.3 million people

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THE SPOKESMAN-REVIEW
Morning and Sunday
Spokane Daily Chronicle
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The examples you see are just a few of the many kinds of vital facts ACB Research can give you.

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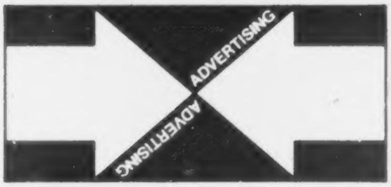
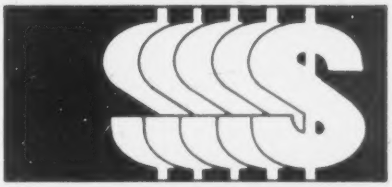
We're the only people who thoroughly read and analyze advertising in more than 1760 daily and Sunday U.S. newspapers.

To find out exactly what you need to know, right away, just call your nearest ACB rep. Or send for Catalog 100A.



Competitive Ads



Expenditures

Frequency

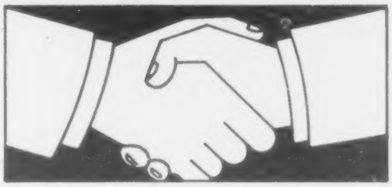
Pricing

Promotions

NAME
name
NAME

Brand Name Mentions

Campaign Themes



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SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000
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Section D

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's 17th Annual Survey of Newspaper Markets

S&MM'S SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **20 - 49%** Clay, Cleburne.	141.4	47.8	670,166	371,852	76,719	66,215	16,734	73,303	13,258	57.5
BIRMINGHAM (Jefferson) . . . **20 - 49%** Bibb, Blount, Chilton, St. Clair, Shelby, Walker.	898.7	314.7	5,476,826	3,716,886	743,327	509,010	157,948	840,618	101,275	61.6
FLORENCE (Lauderdale) . . . **Over 50%** Colbert; **20 - 49%** Franklin.	156.3	54.9	791,937	548,776	114,751	85,026	16,681	125,001	14,241	51.1
GADSDEN (Etowah) . . . **20 - 49%** Cherokee.	116.9	41.4	539,220	461,412	108,196	70,318	12,414	113,356	12,487	53.1
HUNTSVILLE (Madison)	188.4	59.3	1,138,121	781,336	135,890	153,818	28,520	173,305	16,581	66.5
MOBILE (Mobile) . . . **20 - 49%** Baldwin, Clarke, Washington.	483.3	154.8	2,519,322	1,602,992	382,474	218,314	59,594	353,954	43,761	60.7

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Guide to using S&MM'S SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds. Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	
1	2		3	4	5					6

1 To qualify as a **newspaper market**, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which identifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level.

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1979.

2 **Population** is the number of people living in the newspaper market as of 12/31/78. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 **Effective Buying Income (EBI)**, a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military, diplomatic, and business personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23rd *Survey of Buying Power*, should be considered.

4 **Total retail sales** are all net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Sales taxes collected from the customer and receipts from repairs and other services are also included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The Total Retail Sales figure includes store types not listed in the 1979 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak. The "All Other Stores" category includes liquor, sporting goods, book, stationery, jewelry, hobby and toy, photographic, and gift stores, as well as nonstore retailers.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings*, and *appliance stores (FHA)*; (4) *automotive dealers*, which include those selling domestic and imported cars, new and used; stores selling tires, batteries, and accessories; and (5) *drug and proprietary stores*.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALA. (cont.)										
MONTGOMERY (Montgomery) . . . **20 - 49%** Autauga, Bullock, Butler, Crenshaw, Elmore, Pike.	331.6	109.4	1,840,850	1,219,297	257,455	209,202	41,837	278,282	32,293	53.3
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%** Greene, Hale, Pickens.	175.8	54.6	860,084	537,964	122,949	87,638	19,505	103,042	17,049	46.2
ALASKA										
ANCHORAGE (Anchorage) . . . **20 - 49%** Kenai-Cook Inlet, Kodiak, Matanuska-Susitna, Seward.	239.6	73.7	1,990,946	1,358,383	293,723	162,640	37,830	174,666	45,000	60.5

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SPENDABLE INCOME AND
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MONTGOMERY ADVERTISER
ALABAMA JOURNAL

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$18,203**
BIRMINGHAM	$17,853
MOBILE	$16,637

Rep: Sawyer Ferguson Walker Co.

Source: 1979 Sales and Marketing Management

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978										% Hslds Cov. Total Area
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ARIZONA											
PHOENIX (Maricopa) . . . **20 - 49%** Coconino, Gila, Graham, Greenlee, Mohave, Navajo, Pinal, Yavapai.	1,728.2	596.6	10,769,977	6,714,669	1,556,268	938,090	354,538	1,313,330	200,572		55.9
TUCSON (Pima) . . . **20 - 49%** Cochise, Santa Cruz.	569.6	198.7	3,433,394	2,133,430	474,688	359,523	99,323	404,211	53,036		61.9
ARKANSAS											
FORT SMITH (Sebastian) . . . **20 - 49%** Crawford, Franklin, Logan, Scott; OKLA.: Le Flore.	206.1	74.5	1,081,906	737,817	152,015	118,790	23,933	173,092	24,197		46.4
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **20 - 49%** Arkansas, Ashley, Bradley, Chicot, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Grant, Hot Spring, Lonoke, Monroe, Ouachita, Perry, Pike, Prairie, Saline, Sharp, Van Buren, White, Woodruff.	817.2	284.0	4,719,654	2,952,732	593,915	374,726	134,256	777,609	95,681		48.6
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	144.5	52.8	726,554	522,950	131,042	49,074	14,549	138,179	13,863		50.1
CALIFORNIA											
ANAHEIM-SANTA ANA-GARDEN GROVE (Orange)	1,875.1	690.1	15,135,450	8,356,747	1,606,635	1,194,438	447,872	1,620,097	220,208		35.1
BAKERSFIELD (Kern)	370.0	123.8	2,119,986	1,465,695	321,902	190,367	75,654	281,714	49,239		50.0
FRESNO (Fresno) . . . **20 - 49%** Kings, Madera.	608.8	205.8	3,431,590	2,265,239	475,994	341,883	139,940	437,748	114,059		54.0

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Source: Facts Consolidated (Dorothy D. Corey Research), June 1978.

ORANGE COUNTY METRO GROUP

Orange County, CA 92711

Represented nationally by Story & Kelly-Smith

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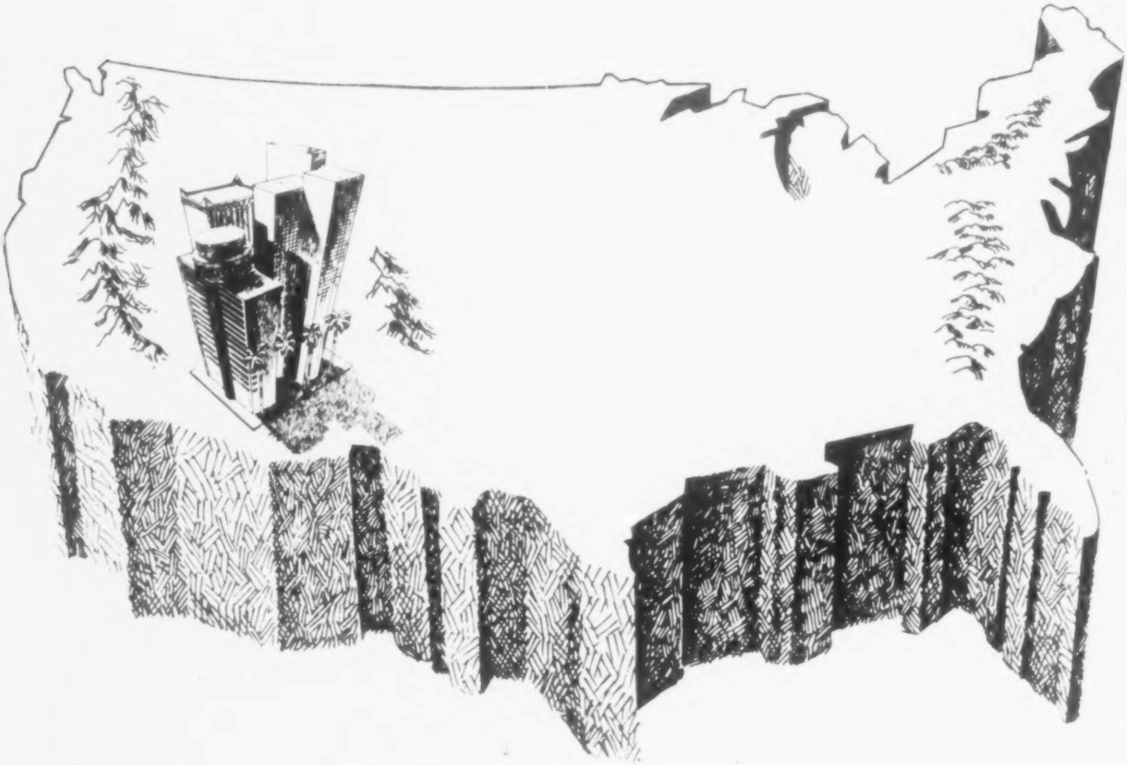

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THE ARIZONA REPUBLIC / *The Phoenix Gazette*

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov. Total Area
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CAL. (cont.)										
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%** Inyo, Mono, Orange.	9,013.5	3,467.9	70,001,470	38,271,140	8,013,153	5,132,573	2,007,428	7,138,631	1,313,811	45.8
MODESTO (Stanislaus)	243.0	88.9	1,660,445	1,088,959	253,629	107,504	81,904	213,105	73,564	56.6
OXNARD-SIMI VALLEY-VENTURA (Ventura)	493.2	165.6	3,131,557	1,984,830	407,162	236,392	82,793	388,963	62,229	23.0
REDDING (Shasta) . . . **20 - 49%** Trinity.	112.4	42.5	746,323	446,260	105,988	23,197	14,030	70,657	26,388	65.5
RIVERSIDE-SAN BERNARDINO-ONTARIO (Riverside, San Bernardino)	1,380.9	510.5	8,842,473	5,250,259	1,099,913	851,522	236,183	968,932	143,086	39.1
SACRAMENTO (Sacramento) . . . **20 - 49%** Amador, Colusa, El Dorado, Lassen, Placer, Plumas, Sierra, Yolo.	1,101.7	407.3	7,661,037	4,389,096	1,047,747	683,181	194,252	852,891	139,146	61.3
SALINAS-SEASIDE-MONTEREY (Monterey)	287.0	85.4	1,767,697	1,046,887	234,566	82,446	51,952	205,464	47,481	35.5
SAN DIEGO (San Diego)	1,783.0	667.0	12,241,144	7,243,673	1,430,850	1,093,237	377,743	1,394,429	263,757	53.5

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One newspaper buy gives you 1½ million SMSA consumers, including 76% of those with $25,000+ household income. And that's only the start of coverage that carries you all over Northern California.

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Source: S&MM Survey of Buying Power, 1979
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San Francisco Examiner San Francisco Chronicle

S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)		
CAL. (cont.)											
SAN FRANCISCO-OAKLAND (San Francisco, Alameda) . . . **Over 50%** Contra Costa, Marin, San Mateo; **20 - 49%** Sonoma; NEV.: Douglas.	3,505.4	1,400.2	30,193,771	14,336,266	3,047,657	2,077,873	673,361	2,381,807	660,727		56.3
SAN JOSE (Santa Clara)	1,247.5	441.7	10,898,138	5,276,552	1,293,236	803,133	281,030	887,980	178,137		51.4
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara)	294.0	106.5	2,101,447	1,129,847	241,286	110,032	79,913	204,999	49,167		42.5
SANTA ROSA (Sonoma)	273.1	103.5	1,858,377	1,010,056	255,805	110,317	30,391	183,036	55,684		49.7
STOCKTON (San Joaquin) . . . **20 - 49%** Calaveras.	334.0	112.8	2,041,912	1,323,297	265,312	172,487	72,232	273,246	66,404		49.1
VALLEJO-FAIRFIELD-NAPA (Solano, Napa)	303.6	108.2	1,937,306	1,111,179	248,024	143,382	49,666	209,539	51,715		24.3
COLORADO											
COLORADO SPRINGS (El Paso) . . . **Over 50%** Teller.	297.5	99.0	1,655,253	1,262,780	186,387	180,022	78,368	309,052	20,127		69.1
DENVER-BOULDER (Denver, Boulder) . . . **Over 50%** Adams, Arapahoe, Clear Creek, Douglas, Gunnison, Jefferson, Summit; **20 - 49%** Alamosa, Archuleta, Chaffee, Cheyenne, Eagle, Elbert, Gilpin, Grand, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Mineral, Moffat, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Washington, Weld, Yuma; KAN.: Cheyenne, Sherman; WYO.: Albany.	2,010.3	725.3	13,948,403	8,264,512	1,502,490	1,051,151	414,604	1,819,768	224,024		70.3
GRAND JUNCTION (Mesa) . . . **20 - 49%** Delta, Garfield, Montrose, Rio Blanco.	136.4	51.4	777,014	557,838	109,785	44,275	25,090	128,600	18,137		49.4
PUEBLO (Pueblo) . . . **Over 50%** Huerfano; **20 - 49%** Baca, Bent, Costilla, Crowley, Custer, Fremont, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	249.9	89.9	1,297,612	832,613	183,297	119,978	32,886	174,478	26,993		54.9

Here's Some News That'll Increase Your Circulation

In the Heart of the San Francisco Peninsula

The Palo Alto Times and the Redwood City Tribune have combined to become the Peninsula Times Tribune. That gives us a circulation of over 66,000 in the hottest segment of the **seventh largest market** in the U.S. We're now **the** paper from Belmont through Sunnyvale by way of San Carlos, Redwood City, Woodside, Portola Valley, Palo Alto, and Mountain View.

So, if your market strategy includes The San Francisco Bay Area, the Times Tribune delivers the heart of the Peninsula.

The Peninsula Times Tribune
The Peninsula's New Paper

TRY THE RECIPE FOR SUCCESS IN DENVER:

THE DENVER POST
SOUP
CORN
MILK
COFFEE

HIRE THE DENVER POST.

There's no secret to it. Food advertising placed in The Post is successful because it reaches women with bigger household budgets. Scarborough Research[1] shows 23.8% of the women who read The Post are from households with incomes of $25,000 or more. That's true for only 18.9% of the women reading the other paper. And The Post has the edge in category after category measuring Denver's upscale market.

If you really want to zero-in on homemakers, try our weekly Food Section. Every Wednesday, our award-winning Food Editor blends just the right ingredients (recipes, articles and photos) to keep these women reading.

We serve up the right market. That's why The Post carries 54% of Denver's food advertising daily, 60% on Sunday[2], and 78% of the coupon-clippers[3]. So if you want to find out what's cooking in Denver and at The Post, call us direct, collect (303) 297-1421 or contact Sawyer-Ferguson-Walker.

Sources: [1]Scarborough Research, 1978 [2]1978 Media Records [3]1979 Consumer Analysis.

DENVER'S TOP SALESMAN
THE DENVER POST

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield)	821.9	285.7	7,902,571	3,322,560	714,376	354,531	162,951	508,857	85,204	41.5
HARTFORD-NEW BRITAIN-BRISTOL (Hartford) . . . **Over 50%** Tolland; **20 - 49%** Middlesex.	1,058.2	366.1	7,637,382	3,922,128	915,623	485,800	177,213	656,775	132,713	62.9
NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN (New Haven) . . . **20 - 49%** Litchfield.	919.7	323.7	6,318,351	3,119,933	677,936	419,327	147,092	504,363	87,313	68.9
NEW LONDON-NORWICH (New London)	244.9	81.2	1,527,915	861,475	184,194	104,130	31,914	179,093	29,678	45.3
DELAWARE										
DOVER (Kent)	95.0	31.1	482,128	404,035	83,278	69,133	16,250	64,973	7,115	58.5
WILMINGTON (New Castle) . . . **20 - 49%** Sussex; MD.: Cecil.	548.0	187.9	3,863,485	2,160,975	502,268	291,115	128,367	321,617	90,571	64.4
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia) . . . **Over 50%** MD.: Montgomery, Prince Georges; VA.: Arlington, Fairfax, Loudoun; **20 - 49%** MD.: Calvert, Charles, Howard, St. Marys; VA.: Fauquier, Prince William.	3,293.0	1,149.2	28,128,672	13,151,312	2,555,075	1,729,457	666,633	2,529,080	623,387	71.4
FLORIDA										
DAYTONA BEACH (Volusia) . . . **Over 50%** Flagler.	225.8	93.0	1,204,237	1,222,581	258,725	158,884	66,840	223,344	41,683	81.0
FORT LAUDERDALE-HOLLYWOOD (Broward)	906.2	366.7	6,800,200	4,490,181	924,264	747,309	334,388	752,393	131,791	48.7
FORT MYERS-CAPE CORAL (Lee) . . . **20 - 49%** Charlotte.	238.6	99.1	1,487,098	1,107,793	223,971	141,218	108,959	218,981	38,501	52.6
GAINESVILLE (Alachua) . . . **20 - 49%** Dixie, Gilchrist, Levy, Union.	173.0	57.8	851,044	752,295	166,653	102,702	27,093	130,521	19,881	52.2
JACKSONVILLE (Duval) . . . **Over 50%** Clay; **20 - 49%** Baker, Bradford, Columbia, Nassau, St. Johns; GA.: Camden, Charlton.	783.6	269.4	4,292,816	3,059,346	556,235	368,845	135,679	774,985	112,330	67.3
LAKELAND-WINTER HAVEN (Polk)	281.9	102.1	1,606,477	1,346,861	296,847	162,201	75,107	329,403	35,242	36.1
MELBOURNE-TITUSVILLE-COCOA (Brevard) . . . **20 - 49%** Indian River.	297.5	102.0	1,627,894	1,419,382	275,765	213,142	66,563	344,134	42,282	55.3
MIAMI (Dade) . . . **Over 50%** Monroe; **20 - 49%** Broward, Collier, Indian River, Martin.	2,602.5	1,011.3	18,658,019	12,722,478	2,523,651	1,903,056	850,622	2,586,656	375,929	43.7
OCALA (Marion)	103.1	37.2	503,437	541,657	102,799	96,925	28,375	93,859	9,043	62.2
ORLANDO (Orange) . . . **Over 50%** Osceola, Seminole; **20 - 49%** Lake, Sumter.	725.8	266.8	4,419,745	3,721,670	656,461	521,340	185,291	897,459	99,990	54.7
PENSACOLA (Escambia) . . . **Over 50%** Santa Rosa.	280.4	93.3	1,421,306	1,232,251	258,057	215,553	60,273	277,808	32,144	67.5
SARASOTA (Sarasota) . . . **20 - 49%** Manatee.	302.3	134.3	2,032,653	1,569,028	331,325	209,113	132,745	244,437	51,157	56.3

Single Rate Newspaper

The New Haven Register
EVENING · SUNDAY
Journal-Courier
MORNING

Since 1965
Our national rate less 15% and 2% has been equal to our retail rate.

For further information contact
Sawyer · Ferguson · Walker Company

For spot advertisers in Washington, this is the only spot you need.

Coal Firm Settles in Job-Bias Case

For major national or regional advertisers, supplementing a network TV buy with local spots is standard operating procedure.

Standard everywhere, that is, except for Washington, D.C.

Washington is the market that breaks the rules. It's a newspaper market, because education and income are ahead of all other major markets. With a truly unique newspaper to match the audience.

The Washington Post.

The Post provides the mental sustenance this upscale market demands. And the advertising they're looking for.

Yankelovich, Skelly and White, Inc. found that Washington has the highest interest in news of any market they've studied, and also has the lowest level of interest in watching TV. That's why Washington has the next-to-worst TV ratings in the entire top 20 ADI's.

And why an ad in The Washington Post can do what television can't.

The numbers prove it. TV ratings in Washington are a whopping 20% below the average of those 20 markets. At the same time, The Post has the highest morning and Sunday market penetration of the country's biggest newspapers. Washington is a newspaper town. And with The Post's 55% daily and 63% Sunday coverage of adults, you'd have to buy a ton of TV even to come close.

So when it comes to Washington, don't supplement your network buy with spot TV. Supplement it with The Washington Post, and get more.

You see, Washington's not your normal market. And The Post is not your normal newspaper.

For a free brochure that'll tell you more about TV and The Post in this uncommon market, write to Jack Kerrigan, The Washington Post, 1150 15th St. NW, Washington D.C., or call 202/334-7750.

The Washington Post

Nothing even comes close.

Represented by Sawyer-Ferguson-Walker. Sources: Yankelovich, Skelly and White Inc.; Scarborough Report; Media Market Guide. Summer, 1979. Circulation 1980.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%-49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
FLA. (cont.)										
TALLAHASSEE (Leon) . . . **20 - 49%** Franklin, Gadsden, Jefferson, Liberty, Taylor, Wakulla.	216.2	71.4	1,186,542	859,554	212,781	94,998	36,315	159,247	27,483	57.9
TAMPA-ST. PETERSBURG (Hillsborough, Pinellas) . . . **Over 50%** Pasco; **20 - 49%** Citrus, Hardee, Hernando, Highlands.	1,573.0	654.4	9,497,735	6,640,812	1,410,299	1,116,025	406,406	1,360,418	204,180	68.5
WEST PALM BEACH-BOCA RATON (Palm Beach) . . . **20 - 49%** Glades, Martin.	550.4	215.5	4,199,532	2,895,279	577,998	406,947	239,348	627,998	86,274	48.5
GEORGIA										
ALBANY (Dougherty) . . . **20 - 49%** Baker, Calhoun, Decatur, Miller, Mitchell, Randolph, Seminole, Terrell, Worth.	201.7	64.1	976,162	701,504	170,910	72,814	33,543	175,182	17,787	48.6
ATLANTA (Fulton) . . . **Over 50%** De Kalb, Fayette; **20 - 49%** Barrow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, Douglas, Forsyth, Greene, Gwinnett, Haralson, Henry, Lamar, Morgan, Newton, Rabun, Rockdale, Towns, Upson, Walton.	2,122.8	723.2	14,477,607	8,687,972	1,383,438	1,378,235	455,764	1,969,435	219,769	51.0
AUGUSTA (Richmond) . . . **Over 50%** Glascock; **20 - 49%** Burke, Columbia, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	380.9	119.2	1,975,941	1,238,648	279,850	138,111	53,084	315,575	34,767	58.5
COLUMBUS (Columbus) . . . **Over 50%** ALA.: Russell; GA.: Chattahoochee; **20 - 49%** GA.: Harris, Marion, Quitman, Stewart, Talbot, Webster.	261.9	83.5	1,320,828	862,584	177,481	130,612	42,084	165,390	16,915	67.9
MACON (Bibb) . . . **20 - 49%** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Telfair, Twiggs, Wilkinson.	407.1	128.0	2,031,085	1,302,933	288,354	180,050	52,129	284,474	38,343	53.1
SAVANNAH (Chatham) . . . **20 - 49%** Bryan, Bulloch, Candler, Effingham, Evans, Liberty, Long, Screven, Tattnall, Toombs, Wayne; S.C.: Beaufort, Jasper.	443.3	138.6	2,157,545	1,467,418	324,183	145,589	76,456	313,989	53,076	52.6
HAWAII										
HONOLULU (Honolulu) . . . **20 - 49%** Hawaii, Kauai, Maui.	911.5	265.9	6,180,511	3,372,298	703,167	617,936	170,460	444,075	190,019	74.4
IDAHO										
BOISE (Ada) . . . **20 - 49%** Adams, Boise, Camas, Elmore, Gem, Payette, Valley, Washington; ORE.: Malheur.	248.2	85.9	1,384,832	919,014	182,551	73,275	36,965	233,871	64,470	53.2
IDAHO FALLS (Bonneville) . . . **20 - 49%** Butte, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Teton.	123.1	37.4	669,161	443,487	90,619	38,955	18,383	116,567	28,317	60.5
ILLINOIS										
BLOOMINGTON-NORMAL (McLean) . . . **20 - 49%** De Witt, Ford, Livingston, Logan, Woodford.	258.3	88.6	1,823,121	892,701	184,847	75,916	35,237	233,713	19,798	54.2

#1 DAILY CIRCULATION
IN CHICAGO'S
NORTHWEST SUBURBS

THE DAILY HERALD
Solution near in RTA deadlock
Jaworski urges Korea disclosure

PADDOCK PUBLICATIONS
ARLINGTON HEIGHTS, ILL.
Publishers of
THE DAILY HERALD
THE SUNDAY HERALD
and the weekly HERALD
Call Bill Stack (312) 870-3600

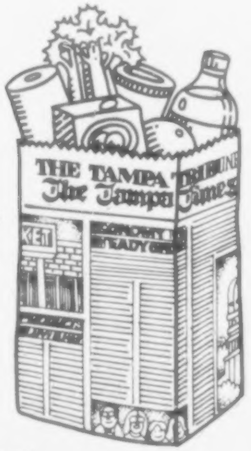
Represented Nationally by USSPI

The Tampa Tribune-Times . . .

THE QUALITY BUY IN FLORIDA'S QUALITY MARKET

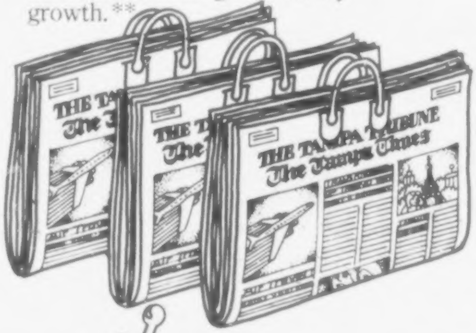
Florida's #1 Supermarket Market

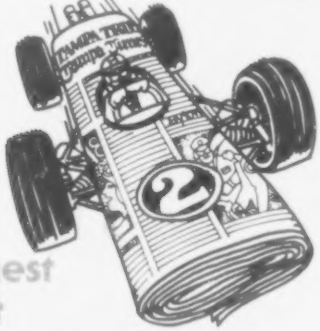
The Tampa-St. Pete area is bagging bigger business! We're now Florida's #1 market in total supermarket sales. And #2 in total food sales.* America's fastest growing major market has a big, big appetite!



Florida's Second Largest Travel Market

Last year, nearly 7 million passengers were served by Tampa International Airport. That's a 19% increase over 1977, much better than the national average air facility growth.**





Florida's Second Largest Auto Market

Over 1 billion dollars! That's the value of car sales in the Tampa-St. Pete area last [illegible], making us Florida's second largest auto market.* And if you think we're racing for the number one slot, you're right.

TAMPA TRIBUNE
The Tampa Times

Florida's Second Largest Liquor Market

Tampa-St. Pete is pouring it on — liquor case sales are growing 3 times faster than the national trend. That makes us the 16th largest liquor market in the entire country.***

**Find out why the Tampa Tribune-Times is the quality buy in Tampa-St. Pete.
Just send us your business card and we'll mail you our latest market brief, "The Quality Buy."**

THE TAMPA TRIBUNE
Morning and Sunday

The Tampa Times
Evening and Sunday

The Quality Buy

Media General Newspapers
Represented by Sawyer-Ferguson-Walker Company

*Send to: Byron Taggart, General Advertising Manager
Tampa Tribune-Times, P.O. Box 191, Tampa, Florida 33601*

SOURCES:
*SM Survey of Buying Power, July, 1978
**Hillsborough County Aviation Authority
***1978 Liquor Handbook

S&MM's SURVEY OF NEWSPAPER MARKETS

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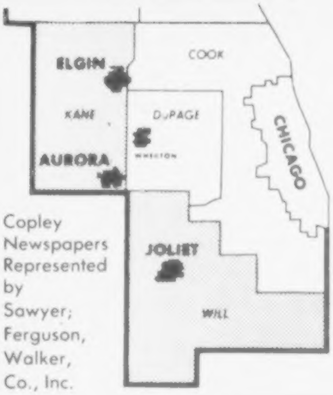
ILL. (cont.)										
CARBONDALE (Jackson) . . . **20 - 49%** Perry, Randolph, Union, Williamson.	182.9	65.8	1,016,553	660,542	140,225	64,220	29,230	155,461	19,174	41.2
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **20 - 49%** Douglas, Ford, Piatt.	222.1	75.2	1,486,240	798,701	127,796	103,495	46,170	181,543	28,266	51.1
CHICAGO (Cook) . . . **Over 50%** Du Page, Kane, Lake, Will; **20 - 49%** De Kalb, Grundy, Kendall, McHenry.	7,152.9	2,466.7	55,163,495	30,825,752	5,476,591	3,938,201	1,522,221	5,894,372	1,085,919	55.8
DANVILLE (Vermilion) . . . **20 - 49%** IND.: Fountain, Warren.	128.1	46.7	908,656	447,646	107,654	50,791	17,528	104,112	18,340	60.9
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **20 - 49%** ILL.: Henry; IA.: Cedar.	394.8	140.3	2,862,924	1,538,839	289,470	189,254	63,408	367,480	50,645	62.3

To COMPLETE YOUR BUY
in the CHICAGO ADI . . . You Need

gcn Greater Chicago Newspapers



Copley Newspapers Represented by Sawyer; Ferguson, Walker, Co., Inc.

FOR 56.5% COVERAGE

of the Suburban Two-County "MARKET-APART" not reached by the Chicago newspapers!

- 590,400 POPULATION
- 186,100 HOUSEHOLDS

NEWSPAPER COVERAGE OF KANE & WILL COUNTIES 590,400 POPULATION

7.5% Sun-Times
15.5% Tribune
56.5% GCN

"A MARKET APART"

Greater Chicago Newspapers

THE BEACON-NEWS Aurora
THE HERALD-NEWS Joliet
THE COURIER-NEWS Elgin
DAILY JOURNAL Wheaton

CHICAGO
Sun-Times ★★★★★

In Chicago:

Now the Sun-Times reaches more adults 18-49 than the Trib!

They're the active spenders—the movers of Chicago's marketplace. And the daily Sun-Times reaches more of them than the other daily paper. A healthy 31% more.

Want a younger audience? The Sun-Times also covers far more 18 to 34-year-olds in the SMSA. More working women, too.

Daily Coverage in Chicago SMSA

	SUN-TIMES	TRIBUNE
WOMEN 18-49	40%	30%
MEN 18-49	43%	33%
ADULTS 18-49	41%	32%
WOMEN 18-34	39%	27%
MEN 18-34	44%	31%
ADULTS 18-34	41%	29%
WORKING WOMEN	40%	37%

Source: Carl J. Nelson, 1979

For best coverage of your prime prospects in Chicago, look to the fastest-growing daily newspaper in the nation*—the Chicago Sun-Times. Your Sun-Times sales rep can also document our leads in the Chicago ADI.

---

*Average daily paid circulation up 9.9% for 6-month period ending 3/31/79 vs. 3/31/78, based on A.B.C. Publisher's Statements.

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ILL. (cont.)										
DECATUR (Macon) . . . **Over 50%** Moultrie; **20 - 49%** De Witt, Douglas, Fayette, Piatt, Shelby.	239.9	89.4	1,683,354	873,438	156,653	107,274	44,881	204,034	23,000	60.9
KANKAKEE (Kankakee) . . . **20 - 49%** Iroquois.	131.3	43.6	821,397	457,749	92,247	55,611	12,717	120,524	15,293	69.6
PEORIA (Peoria) . . . **Over 50%** Marshall, Tazewell, Woodford; **20 - 49%** Fulton, Stark.	433.5	156.0	3,107,025	1,666,529	306,093	277,702	80,715	430,524	46,237	60.6
QUINCY (Adams) . . . **Over 50%** MO.: Lewis; **20 - 49%** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	140.1	52.2	866,100	414,962	86,526	47,756	22,646	107,231	14,775	52.7
ROCKFORD (Winnebago) . . . **20 - 49%** Boone, Ogle.	312.5	111.0	2,240,070	1,286,812	254,575	194,589	71,345	264,126	33,650	58.9
SPRINGFIELD (Sangamon) . . . **Over 50%** Menard; **20 - 49%** Cass, Christian, Macoupin, Montgomery.	316.1	120.9	2,111,071	1,269,906	243,665	165,245	45,680	277,658	49,917	55.0
INDIANA										
ANDERSON (Madison)	137.1	48.2	1,010,863	516,207	101,999	94,346	19,646	118,047	13,727	73.4
BLOOMINGTON (Monroe) . . . **20 - 49%** Owen.	107.9	36.4	634,857	421,493	85,299	54,354	13,674	73,445	16,154	60.0
ELKHART (Elkhart)	134.7	45.8	912,884	644,979	90,956	99,279	23,260	209,508	20,763	59.6
EVANSVILLE (Vanderburgh) . . . **Over 50%** Posey, Spencer, Warrick; **20 - 49%** ILL.: Edwards, Gallatin, Wabash, White; IND.: Dubois, Gibson, Perry, Pike; KY.: Henderson, Union, Webster.	448.7	157.6	2,642,208	1,653,437	351,487	208,799	75,184	392,538	56,423	64.6
FORT WAYNE (Allen) . . . **Over 50%** Steuben, Whitley; **20 - 49%** Adams, De Kalb, Huntington, Noble, Wells; OHIO: Paulding.	508.5	172.1	3,351,739	1,946,140	337,245	265,153	112,862	510,230	56,200	71.8
GARY-HAMMOND-EAST CHICAGO (Lake) . . . **Over 50%** Porter.	645.6	207.8	4,550,234	2,712,032	625,836	335,326	130,864	660,756	109,777	65.0
INDIANAPOLIS (Marion) . . . **Over 50%** Hamilton, Hancock, Hendricks, Johnson; **20 - 49%** Boone, Morgan, Putnam, Rush, Shelby.	1,212.6	416.2	8,468,472	5,224,985	913,768	759,477	215,868	1,196,016	153,977	74.9
KOKOMO (Howard) . . . **20 - 49%** Tipton.	105.4	36.6	820,882	487,799	73,988	100,036	23,094	120,706	12,703	74.5
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%** Benton; **20 - 49%** Carroll, Newton, Warren, White.	187.7	62.7	1,212,628	617,155	117,345	88,883	28,362	156,202	26,008	56.3
MUNCIE (Delaware) . . . **20 - 49%** Blackford, Jay, Randolph.	195.7	67.0	1,225,323	631,180	131,032	73,466	31,199	159,817	18,402	69.1
RICHMOND (Wayne) . . . **20 - 49%** Union; OHIO: Preble.	120.4	41.8	740,481	430,203	81,554	63,966	15,519	97,624	11,464	59.1
SOUTH BEND (St. Joseph) . . . **20 - 49%** Marshall, Starke; MICH.: Cass.	342.5	116.1	2,087,546	1,194,941	250,120	156,786	57,954	309,073	31,887	70.7
TERRE HAUTE (Vigo) . . . **20 - 49%** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	203.6	74.4	1,197,748	913,700	162,289	126,962	32,071	166,611	27,066	59.2

get to know kokomo, in.

S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

- INDIANA'S RICHEST HOUSEHOLDS ARE IN KOKOMO, INDIANA
- INDIANA'S STRONGEST NEWSPAPER IS IN KOKOMO, INDIANA

1st in the nation by Metro penetration with 85.4%, evening and Sunday (NCA 1977-1978)

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FOUNDED 1850

SIX COLUMN OFFSET EVENING & SUNDAY

THE KOKOMO TRIBUNE

Represented by **BRANHAM** Newspaper Sales

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds. Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%** Iowa, Jones; **20 - 49%** Benton, Cedar, Delaware.	265.3	91.3	1,700,080	904,346	167,326	144,534	36,445	215,487	23,646	64.8
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **20 - 49%** ILL.: Henry; IA.: Cedar.	394.8	140.3	2,862,924	1,538,839	289,470	189,254	63,408	367,480	50,645	62.3
DES MOINES (Polk) . . . **Over 50%** Dallas, Greene, Guthrie, Marion, Warren; **20 - 49%** Adair, Adams, Appanoose, Audubon, Boone, Buena Vista, Calhoun, Carroll, Cass, Cerro Gordo, Cherokee, Clarke, Clay, Crawford, Decatur, Dickinson, Emmet, Floyd, Franklin, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Jefferson, Johnson, Keokuk, Kossuth, Lee, Lucas, Madison, Mahaska, Marshall, Mitchell, Monroe, O'Brien, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Wapello, Washington, Wayne, Webster, Winnebago, Winneshiek, Worth, Wright.	1,498.3	539.7	9,787,406	5,287,490	1,029,500	638,885	217,959	1,239,617	143,458	46.8
DUBUQUE (Dubuque) . . . **20 - 49%** ILL.: Jo Daviess; IA.: Clayton, Jackson; WIS.: Grant.	214.5	67.4	1,239,358	714,959	141,850	108,188	32,679	157,027	20,760	52.6
FORT DODGE (Webster) . . . **Over 50%** Calhoun, Humboldt, Pocahontas; **20 - 49%** Wright.	101.5	35.8	664,276	361,468	74,812	49,960	13,521	98,837	9,726	63.3
SIOUX CITY (Woodbury) . . . **Over 50%** Ida, Monona, Plymouth; NEB.: Dakota; **20 - 49%** IA.: Cherokee, O'Brien, Sioux; NEB.: Cedar, Dixon, Thurston; S.D.: Clay, Union.	285.0	97.6	1,691,769	946,233	163,063	110,520	40,237	238,354	39,387	54.5
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%** Butler; **20 - 49%** Bremer, Buchanan, Chickasaw, Grundy, Howard.	241.9	81.2	1,605,564	863,877	146,725	131,084	27,558	224,113	22,111	56.1
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%** Edwards, Rice; **20 - 49%** Clark, Comanche, Ford, Grant, Gray, Greeley, Haskell, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rush, Scott, Stafford, Stanton, Wichita.	230.1	86.0	1,404,852	746,430	137,545	87,794	41,062	196,939	26,080	43.6
SALINA (Saline) . . . **Over 50%** Ellsworth, Lincoln, Ottawa; **20 - 49%** Clay, Cloud, Dickinson, Jewell, Logan, Mitchell, Osborne, Phillips, Republic, Russell, Sheridan, Smith.	168.7	65.2	1,060,141	579,820	100,358	62,307	34,249	155,311	14,646	45.9

AIM FOR A GROWING TARGET

- Metro Median Household E.B.I.—**$18,896!**

NOW 44th among 300 U.S. Metro Areas!
—up from 63rd in 1976!

- More than **34,900** Metro Households with $25,000 or more E.B.I. **—up 192%** since 1976!
- More than **$2½ Billion** Metro Total E.B.I. **—up 24.0%** since 1976!

FORT Wayne Indiana E.B.I.

Source: S&MM's July 23, 1979
SURVEY OF BUYING POWER

GROW WITH US

The News-Sentinel • The Journal-Gazette
REPRESENTED NATIONALLY BY **Branham** NEWSPAPER SALES

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	
KANS. (cont.)										
TOPEKA (Shawnee) . . . **Over 50%** Jackson, Jefferson, Osage, Wabaunsee; **20 - 49%** Coffey, Marshall, Nemaha, Pottawatomie, Washington.	262.0	96.4	1,610,363	1,007,745	175,089	123,564	47,930	206,576	25,332	77.2
WICHITA (Sedgwick) . . . **20 - 49%** Barber, Butler, Comanche, Cowley, Elk, Greenwood, Harper, Harvey, Kingman, Marion, Pratt, Sumner, Woodson.	556.0	203.4	3,717,470	2,199,569	376,136	279,251	119,766	542,934	54,450	71.2
KENTUCKY										
HUNTINGTON-ASHLAND (W.VA.: Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	335.6	117.3	1,860,874	1,178,673	305,244	170,378	60,221	227,362	40,520	63.1
LEXINGTON-FAYETTE (Fayette) . . . **20 - 49%** Anderson, Bath, Bourbon, Clark, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott, Woodford.	452.5	153.3	2,697,888	1,654,575	370,618	282,484	42,672	308,300	52,063	52.7
LOUISVILLE (Jefferson) . . . **Over 50%** IND.: Floyd; KY.: Oldham; **20 - 49%** IND.: Clark, Crawford, Harrison, Scott, Washington; KY.: Barren, Breckinridge, Bullitt, Carroll, Franklin, Green, Hardin, Hart, Henry, Larue, Marion, Meade, Nelson, Russell, Shelby, Spencer, Taylor, Trimble, Washington.	1,327.3	446.7	8,469,872	4,681,294	972,345	791,475	153,282	1,025,630	157,321	67.2
OWENSBORO (Daviess) . . . **20 - 49%** Hancock, McLean, Muhlenberg, Ohio.	155.9	53.2	939,416	508,938	136,369	52,033	19,272	117,334	19,280	58.9
PADUCAH (McCracken) . . . **20 - 49%** ILL.: Massac; KY.: Ballard, Carlisle, Livingston, Lyon, Marshall.	131.0	48.6	756,069	523,227	125,734	51,841	24,318	105,997	23,537	50.7
LOUISIANA										
ALEXANDRIA (Rapides) . . . **20 - 49%** Avoyelles, Grant.	179.5	56.4	788,544	538,138	128,878	88,487	20,741	135,904	14,835	56.0
BATON ROUGE (East Baton Rouge) . . . **Over 50%** West Baton Rouge; **20 - 49%** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Feliciana.	528.7	169.1	3,268,037	1,678,287	415,722	268,523	73,071	402,670	47,575	56.4
LAFAYETTE (Lafayette)	136.1	42.2	835,638	575,892	108,456	110,688	18,909	102,884	13,470	55.0
LAKE CHARLES (Calcasieu) . . . **Over 50%** Cameron; **20 - 49%** Allen, Beauregard, Jefferson Davis.	247.0	80.8	1,322,334	840,[illegible]82	171,678	118,014	25,783	221,780	32,330	47.2
MONROE (Ouachita) . . . **20 - 49%** Caldwell, Catahoula, East Carroll, Franklin, Madison, Morehouse, Richland, Tensas, Union, West Carroll.	302.2	99.1	1,411,924	901,726	237,273	96,903	32,686	215,256	34,197	45.7
NEW ORLEANS (Orleans) . . . **Over 50%** Jefferson, Plaquemines, St. Bernard, St. Charles; **20 - 49%** St. James, St. John the Baptist, St. Tammany; MISS.: Hancock.	1,279.5	432.1	8,461,726	4,616,121	1,085,833	628,043	197,560	894,251	163,181	68.3

GROWING WITH THE BLUE GRASS

The Blue Grass economy isn't just growing — it's booming. The Herald-Leader, now blanketing 66% of the affluent Lexington S.M.S.A., opens the door to this dynamic marketplace with virtually unlimited sales potential. Write for our free market profile.

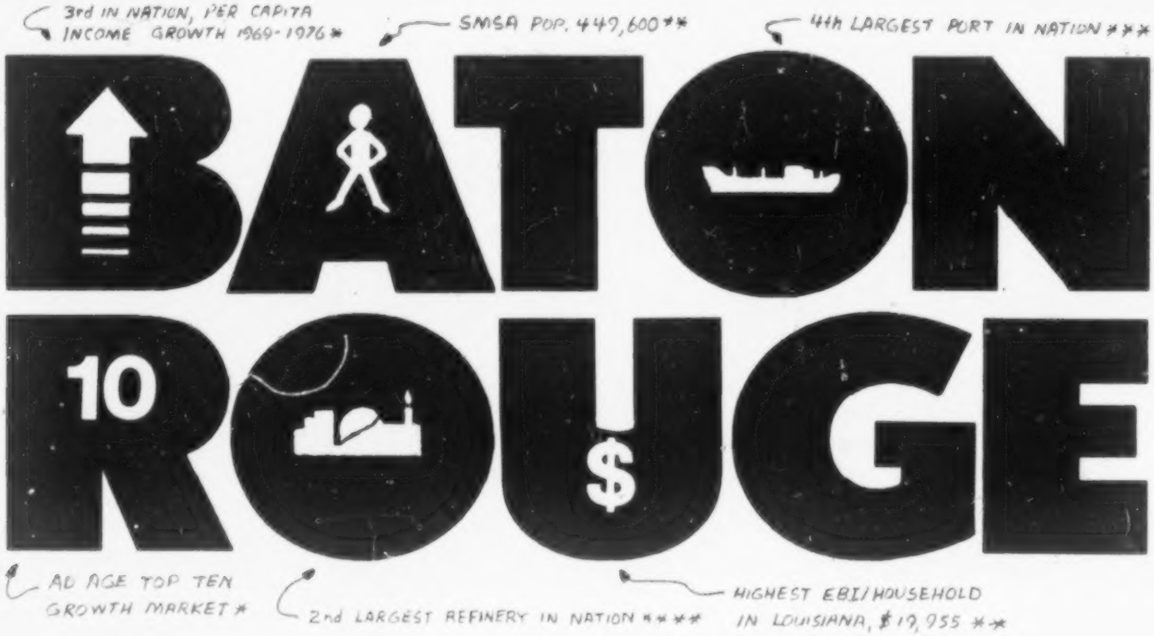
☐ SMSA
▨ total circulation area

	1975	1978	1982	% change
EBI	$1.4 billion	$2 billion	$2.8 billion	+100.3%
EBI/HH	$14,712	$18,983	$25,206	+71.3%
Retail Sales	$848 million	$1.2 billion	$1.7 billion	+108.7%
RS/HH	$8,715	$11,781	$15,556	+78.5%
Population	294,700	305,400	324,300	+10.0%

Source: S&MM Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY

The only newspaper effectively covering the affluent Blue Grass region


3rd IN NATION, PER CAPITA INCOME GROWTH 1969-1976*
SMSA POP. 449,600**
4th LARGEST PORT IN NATION***
BATON
ROUGE
10
$
AD AGE TOP TEN GROWTH MARKET*
2nd LARGEST REFINERY IN NATION****
HIGHEST EBI/HOUSEHOLD IN LOUISIANA, $19,955 **

Reach Baton Rouge with the fastest growing newspapers in Louisiana, the State-Times and Morning Advocate. March 31, 1979 ABC Combined Daily is 116,659 (up 3.07% over last year)! Represented by Branham.

*Advertising age, Dec. 11, 1978
**1979 S&MM Survey of Buying Power
***U.S. Army Corps of Engineers
****Mid-Continent Oil & Gas Association

MORNING ADVOCATE
STATE TIMES

The Market. The Newspapers. The Results.

The 1979 SALES BUILDER CATALOG of products and services for the sales and marketing executive is now available. To get yours, just send a note to:

Ms. Laurie Amato
Sales Builders
Sales & Marketing Management
633 Third Ave.
New York, N.Y. 10017

We're Continually Surveying The LOUISVILLE MARKET . . .

The Belden Continuing Market Study is an in-depth survey of adults in our newspaper audience. It's sponsored by The Courier-Journal and The Louisville Times.

Since 1971, the CMS has provided our advertisers with trend information and useful insights into the shopping habits, purchasing patterns, and media usage of adults living in the Louisville ADI (includes the 5-county metro area).

While We're consistently Reaching The Louisville Reader!

The Courier-Journal/Times is ranked 2nd in the nation in total penetration. That says it all.

For more information on our continuing Belden Research Program, write or call The Louisville Buyline (502) 582-4703 (call collect).

Louisville Buyline

(502) 582-4703

The Courier-Journal
The Louisville Times

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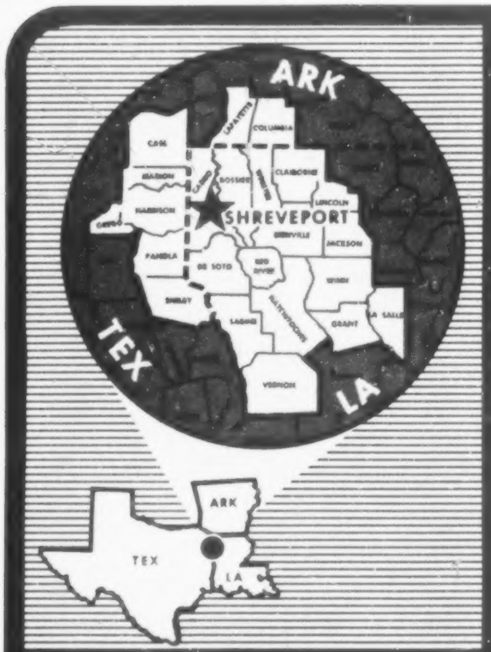
525 W. BROADWAY, LOUISVILLE, KY. 40202

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	
LA. (cont.)										
SHREVEPORT (Caddo) . . . **Over 50%** Bossier; **20 - 49%** Bienville, Claiborne, De Soto, Lincoln, Natchitoches, Red River, Sabine, Webster.	524.0	173.7	2,741,813	1,691,613	383,180	239,491	70,587	421,883	38,216	62.1
MAINE										
BANGOR (Penobscot) . . . **Over 50%** Aroostook, Hancock, Piscataquis, Washington; **20 - 49%** Knox, Waldo.	394.3	131.0	2,003,452	1,380,434	352,522	156,957	38,934	304,791	32,130	59.1
LEWISTON-AUBURN (Androscoggin) . . . **20 - 49%** Franklin, Oxford.	168.5	58.5	874,832	557,233	149,397	58,344	21,085	130,772	16,670	73.7
PORTLAND (Cumberland) . . . **20 - 49%** Knox, Lincoln, Sagadahoc, York.	418.5	147.3	2,438,497	1,652,317	382,133	213,902	47,382	295,925	34,656	54.7
MARYLAND										
BALTIMORE (Baltimore) . . . **Over 50%** Anne Arundel; **20 - 49%** Carroll, Harford, Howard, Kent, Queen Annes, Worcester.	2,231.5	764.9	13,971,441	7,112,667	1,687,276	1,025,815	323,306	1,212,041	261,496	67.4
CUMBERLAND (Allegany) . . . **20 - 49%** W.VA.: Hampshire, Mineral.	122.2	44.6	553,906	365,159	98,114	46,666	14,363	54,731	15,957	67.7
FREDERICK (Frederick)	105.5	34.8	617,031	386,868	84,430	52,442	20,412	62,736	13,268	71.2
HAGERSTOWN (Washington)	109.5	39.0	613,372	388,145	101,114	43,768	16,714	63,676	10,936	87.1
SALISBURY (Wicomico) . . . **Over 50%** Worcester; **20 - 49%** Somerset.	108.3	38.9	578,063	541,683	132,929	58,331	25,439	106,481	14,821	60.0



SHREVEPORT

Louisiana's 2nd Largest City

in the **SHREVEPORT MARKET** . . . you get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **47%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **874,900** people in **293,100** households with effective buying income of **4.6 billion** and producing retail sales of **2.8 billion.** Be sure that the TIMES-JOURNAL are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co., Agent for –

The Shreveport Times
Shreveport Journal

Circulation: M & E 126,621 MORNING 90,065
SUNDAY 127,022 EVENING 36,556

(ABC AUDIT REPORT FOR 53 WEEK PERIOD ENDING DEC. 31, 1978)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM
Survey of Buying Power 1979

The Baltimore Sun means Business

The Baltimore Sun is the most widely read newspaper in the nation's 14th largest market. Morning and evening, we reach 789,000 unduplicated adults. 917,000 adults every Sunday. And we reach the most people in prime demographic groups. Among Baltimore newspaper readers, the daily Sun is read by 80% of all households with annual incomes $15,000+ (78% Sunday) 84% of all households whose head is in a professional or managerial occupation (87% Sunday) 89% of all households whose head is a college graduate or better (88% Sunday). Advertisers have shown their confidence in The Baltimore Sun's ability to reach the people who buy. In 1978, we ran 76% of all full run advertising linage placed in Baltimore's two daily newspapers.

Look into The Baltimore Sun...it means business for you.

The Baltimore Sun

represented
nationally
by CWO&O

ads
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Sources:
Nelson Study, 1978
Media Records, 1978

The Patriot Ledger
brings you
buy power

Daily circulation of over 75,000 in the affluent communities south, southeast and southwest of Boston, with a median household income of over $20,000. Norfolk County has the highest per household income in Mass.

IT'S MARKET AREA WE CALL LEDGERLAND
DON'T BUY BOSTON WITHOUT IT!

AMONG MASS. EVENING NEWSPAPERS... THE PATRIOT LEDGER RANKS
2ND
IN
CIRCULATION, CLASSIFIED & RETAIL ADVERTISING

THE PATRIOT LEDGER EST 1837 LEDGER LAND

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MASSACHUSETTS										
BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL (Suffolk, Middlesex, Plymouth, Essex) . . . **Over 50%** Norfolk; **20 - 49%** Barnstable, Dukes; N.H.: Rockingham.	4,067.9	1,413.7	28,726,323	15,507,540	3,500,582	1,879,297	720,370	2,534,418	341,683	69.1
HYANNIS (Barnstable)	144.3	55.4	880,778	796,335	172,065	66,100	28,155	101,981	17,327	56.3
NEW BEDFORD-FALL RIVER (Bristol)	467.2	167.4	2,775,853	1,511,888	349,060	208,922	75,241	272,316	39,563	46.1
PITTSFIELD (Berkshire)	141.9	50.1	981,968	547,686	130,759	73,904	22,066	81,902	14,220	57.2
SPRINGFIELD-CHICOPEE-HOLYOKE (Hampden) . . . **20 - 49%** Hampshire.	590.1	202.2	3,697,961	1,876,447	385,937	241,761	85,527	304,379	49,561	82.2

Springfield Newspapers.

Largest in Massachusetts outside Boston!

Highest ADI coverage

among all New England Newspapers!

Source: Circulation '79/'80

Newhouse Newspapers

You media people want facts.

OK, here are some facts on The Boston Globe.

Boston Globe Household Coverage of the Boston SMSA

SELECTED DEMOGRAPHIC & BUYING CATEGORIES*

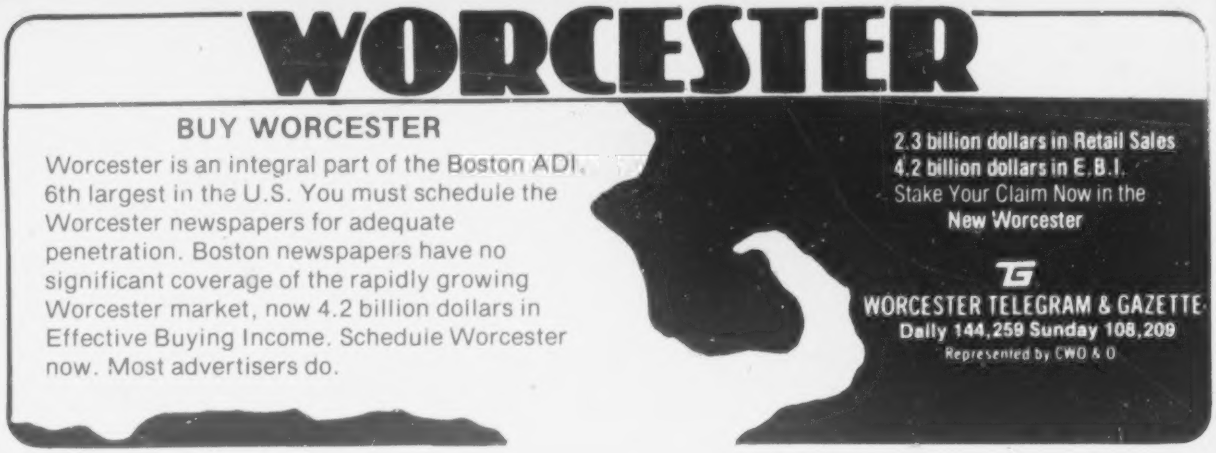
		Daily Globe		*Sunday Globe*	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Total Households	100%	48%	73%	55%	75%
Income $20,000 & Over	22	64	83	75	85
Female Head 25 to 34	26	48	79	60	80
Head of Household					
Professional or Manager	28	61	83	72	85
Families with Children	50	48	75	59	77
Male Head College Graduate	23	64	84	76	87
Travel in Past Year					
Vacation Trips	53	55	77	64	78
Vacation Trips by Air	18	60	79	67	80
Business Trips	10	65	84	78	88
Heavy Food Purchasers	36	53	73	63	75
Own 2 or More Cars	30	57	81	70	83
Own Foreign Car	14	59	85	70	85
Car Bought New	42	58	78	69	80
Own Stocks/Bonds	23	59	80	72	83
Wine (served past 30 days)	43	54	77	63	78
Scotch (served past 30 days)	25	59	79	69	80
Clothes Bought in Past Year					
Woman's Coat	27	56	78	68	81
Women's Sportswear	74	51	75	58	77
Men's Sport Coat	15	58	76	68	81
Men's Slacks	50	52	75	61	78
Men's Sport Shirt	49	51	75	60	78
Own a Boat	5	54	82	70	83
Own Automatic Dishwasher	31	60	79	71	82
Own Home	57	53	75	63	76

*Source: *Profile Boston*, Households in the Boston SMSA, year 1977. *Profile Boston* is a continuing research study on household buying and media exposure patterns in the Boston 5-county and SMSA markets, conducted for The Boston Globe by Carl Nelson Research, Inc., Chicago. Please contact your nearest Globe or Million Market Newspapers representative for up-to-date data. The above table contains but a fraction of the vast amount of data available.

The Boston Globe

A Wholly Owned Subsidiary of Affiliated Publications, Inc.

A Million Market Newspaper: New York, Philadelphia, Detroit, Chicago, Los Angeles, San Francisco. In Florida, The Leonard Co.
In Canada, American Publishers' Representatives.



WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI, 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

TG
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
MASS. (cont.)										
WORCESTER-FITCHBURG-LEOMINSTER (Worcester)	643.8	219.4	4,245,190	2,285,708	537,199	358,447	89,340	386,460	50,343	62.5
MICHIGAN										
ANN ARBOR (Washtenaw)	255.1	84.1	2,066,319	1,132,796	278,165	82,073	71,587	222,541	28,932	[illegible]
BATTLE CREEK (Calhoun)	140.1	49.6	934,609	529,176	117,284	60,163	21,524	132,341	18,558	56.7
BAY CITY (Bay) . . . **20 - 49%** Arenac, Ogemaw	149.1	49.5	891,459	606,087	131,718	60,111	28,976	167,313	21,779	63.4
BENTON HARBOR-ST. JOSEPH (Berrien) . . . **20 - 49%** Van Buren	235.1	82.7	1,263,891	830,628	190,680	69,867	28,221	226,776	19,435	41.6

THE MACOMB DAILY
THE Community News NEWSPAPERS
THE NEWS-HERALD NEWSPAPERS
DEARBORN PRESS & GUIDE
DEARBORN HEIGHTS LEADER
The Associated Newspapers
THE Adviser NEWSPAPERS

PEOPLE REALLY READ'EM.

A recent Market Opinion Research survey* came up with some pretty impressive statistics:

For instance: 85% of the suburban newspaper readers in the areas we cover are PANAX readers. Over 1,100,000 readers in all. What's more, 86% of those free spending suburbanities who visited stores or used businesses did so **because** of an ad in a PANAX newspaper.

So no matter what you're selling — PANAX readers are buying.

For more information on how to get the lion's share of over $6.6 billion** in retail sales in our market — or how a unique combination buy with the Observer & Eccentric newspapers can put your message in over 500,000 suburban Detroit homes — call John Banks or John Flack at (313) 274-2332.

PANAX
NEWSPAPERS
ABC CAC

*Source: Market Opinion Research, 1978
**Source: Sales and Marketing Management, Survey of Buying Power 1978

Compared to us, Sports Illustrated has nothing to cheer about.

Call it what you will. Home field advantage. An underdog's tenacity. An overlooked scouting report. When we challenged *Sports Illustrated* in Boothland for supremacy in adult male readership figures, it was strictly no contest.

The score alone says that. Booth, 450,000 adult male readers. *Sports Illustrated*, a woeful 126,085. Oh, we don't claim we could chew up a strong opponent like *Sports Illustrated* everywhere. But at home, we're hard to beat.

Our 44 leading Michigan counties top out as America's 7th leading metro market. The 8th largest market in car sales and auto aftermarket. 12th in liquor. And 13th in apparel.

If those are the kind of scores that will make your client a winner, phone Booth today at (313) 569-2474 or contact your local Booth/Newhouse Newspaper representative.

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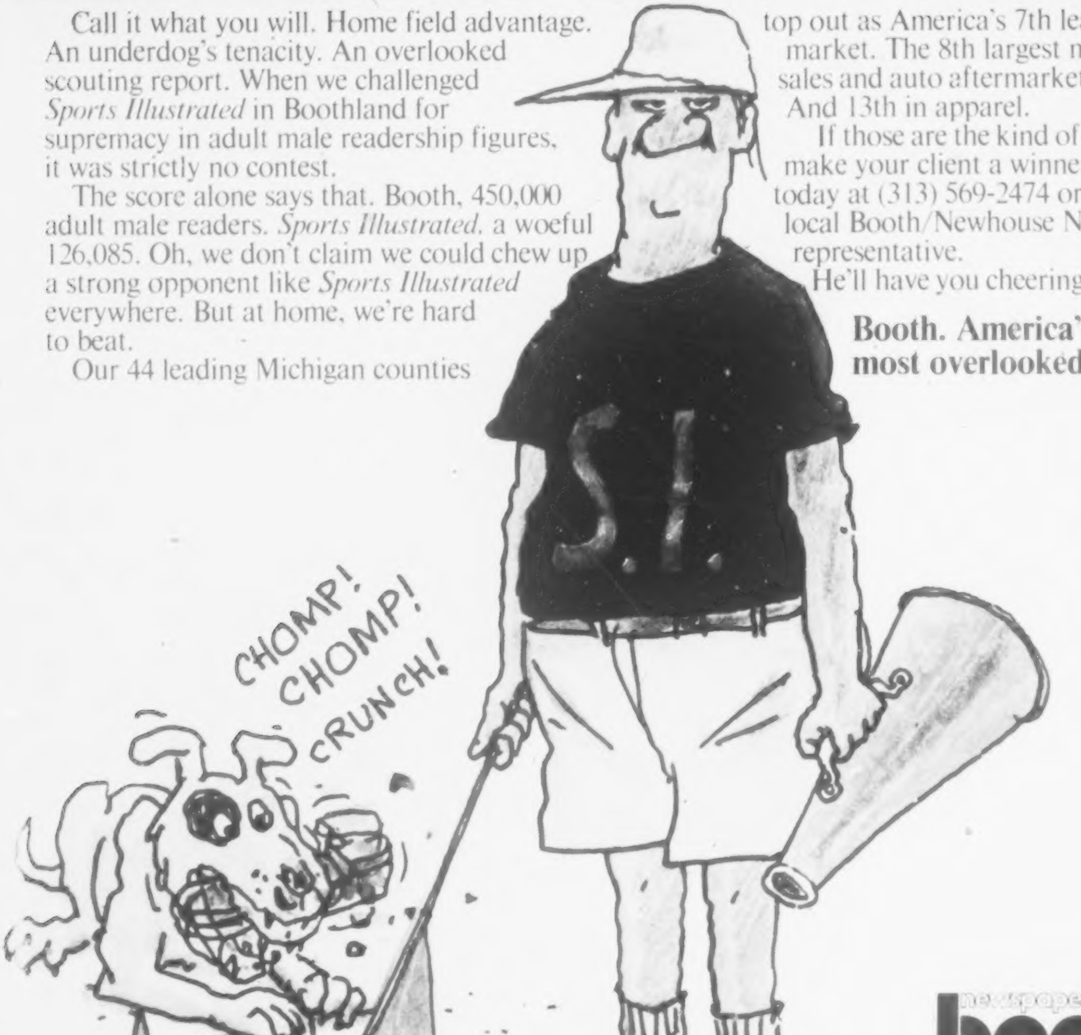
Booth. America's most overlooked market.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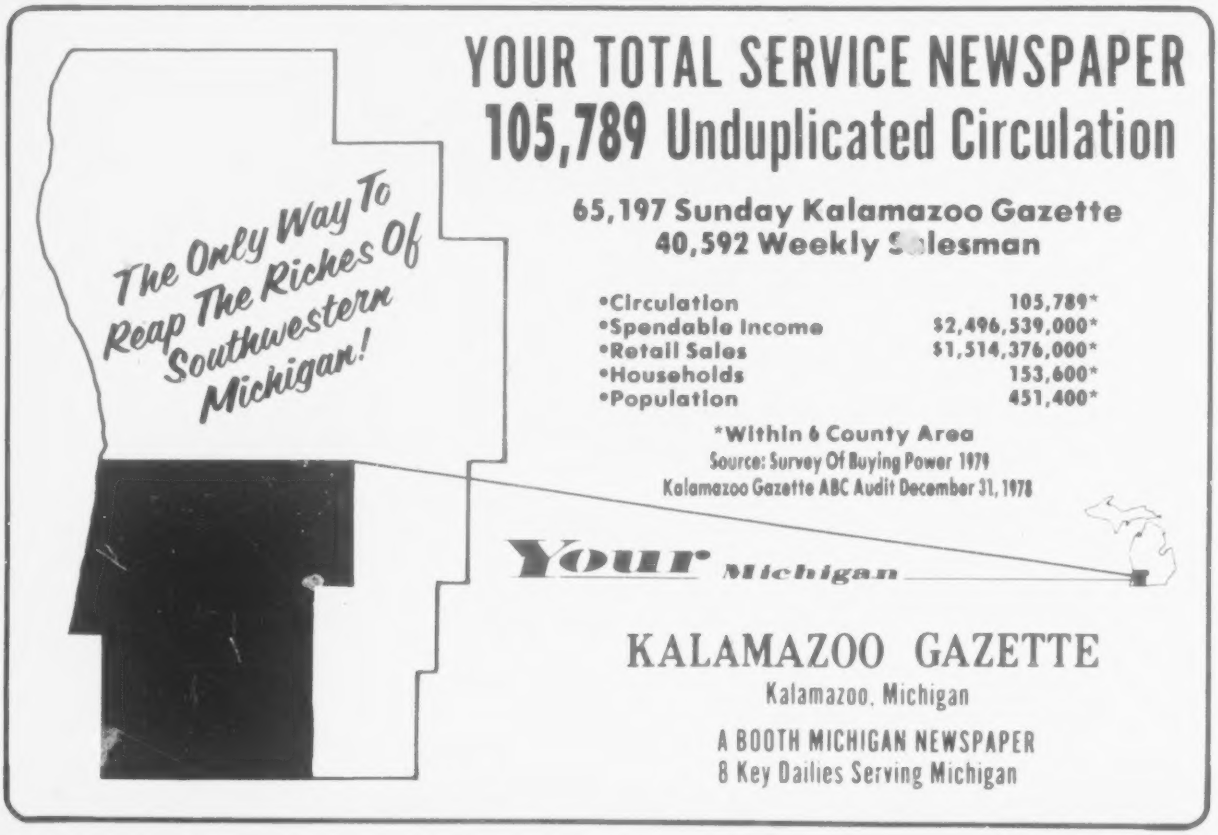
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978: POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
MICH. (cont.)										
DETROIT (Wayne) . . . **Over 50%** Macomb, Oakland, St. Clair; **20 - 49%** Antrim, Charlevoix, Cheboygan, Clare, Crawford, Emmet, Iosco, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,893.0	1,648.7	38,066,557	19,775,422	4,109,793	2,390,904	1,057,074	4,557,765	799,046	78.5
FLINT (Genesee)	448.2	150.5	3,623,512	1,960,224	417,253	260,059	86,128	507,044	70,203	65.1
GRAND RAPIDS (Kent) . . . **20 - 49%** Ottawa.	579.1	191.9	3,473,616	2,217,511	548,166	170,219	133,011	565,558	40,696	58.2
JACKSON (Jackson)	151.0	50.4	879,323	549,228	116,025	73,115	20,512	117,627	16,915	68.6
KALAMAZOO-PORTAGE (Kalamazoo) . . . **20 - 49%** Van Buren.	272.1	91.4	1,613,498	997,848	205,394	82,701	55,810	266,965	24,226	55.5
LANSING-EAST LANSING (Ingham) . . . **20 - 49%** Clinton, Eaton.	409.6	138.7	3,117,295	1,631,284	266,009	250,000	99,497	448,266	35,203	49.2
MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS (Muskegon) . . . **20 - 49%** Newaygo, Oceana.	209.6	70.5	1,047,393	639,649	172,317	57,469	32,120	132,028	18,289	58.8
SAGINAW (Saginaw)	227.3	73.4	1,688,304	975,814	212,575	120,370	67,512	232,155	21,509	63.3
MINNESOTA										
DULUTH-SUPERIOR (St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca.	357.4	127.6	2,091,259	1,366,574	240,699	229,208	47,474	230,194	30,485	52.8
FARGO-MOORHEAD (N.D.: Cass; MINN.: Clay) . . . **Over 50%** N.D.: Foster, Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	260.4	89.1	1,592,979	939,676	155,313	83,941	44,280	241,156	23,881	54.9
MANKATO (Blue Earth) . . . **Over 50%** Nicollet; **20 - 49%** Faribault, Le Sueur, Waseca, Watonwan.	150.2	50.7	924,478	454,353	91,376	52,560	16,074	105,923	13,498	47.6



YOUR TOTAL SERVICE NEWSPAPER
105,789 Unduplicated Circulation

65,197 Sunday Kalamazoo Gazette
40,592 Weekly Salesman

•Circulation	105,789*
•Spendable Income	$2,496,539,000*
•Retail Sales	$1,514,376,000*
•Households	153,600*
•Population	451,400*

*Within 6 County Area
Source: Survey Of Buying Power 1979
Kalamazoo Gazette ABC Audit December 31, 1978

Your Michigan

KALAMAZOO GAZETTE
Kalamazoo, Michigan

A BOOTH MICHIGAN NEWSPAPER
8 Key Dailies Serving Michigan

“Without the Free Press you miss a big chunk of the market.”

—Thomas R. Maynard, Jr.

“Without the Free Press you miss a big chunk of the market. We really consider it a vital communications link.”

Thomas R Maynard Jr

Thomas R. Maynard, Jr.
V.P. Group Media Director
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Ronald W. Bleckman
Director of Advertising
Ford Dealer Advertising Fund, Inc.

“We have a new product coming up. We see the Free Press as one of our key vehicles.”

Richard A. Wise

Richard A. Wise
Sr. Vice President and Treasurer
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Peggy A Walker

Peggy A. Walker
Corporate Marketing Officer
Manufacturers National Corp.

The Free Press is strongest where it counts most. Among the young (25-44), the affluent (earning $15,000 plus), the college educated and the professionals. People who have more…and spend more. The people you want to reach. And the 1978 Scarborough Report proves it. Contact the Free Press or Knight-Ridder Newspaper Sales. In Canada, MPR.

Detroit Free Press

The right paper to reach the right people.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MINN. (cont.)										
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%** Anoka, Dakota, Washington; **20 - 49%** Big Stone, Brown, Carver, Chippewa, Chisago, Cottonwood, Crow Wing, Douglas, Faribault, Goodhue, Grant, Hubbard, Isanti, Kanabec, Lac qui Parle, Le Sueur, Lyon, McLeod, Meeker, Mille Lacs, Nicollet, Pennington, Pine, Pope, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Traverse, Wadena, Waseca, Watonwan, Wright, Yellow Medicine; WIS.: Barron, Burnett, Pierce, Polk, St. Croix.	2,984.2	1,019.5	19,679,309	11,666,515	2,111,881	1,741,016	505,247	2,328,965	275,437	61.0
ROCHESTER (Olmsted) . . . **Over 50%** Dodge; **20 - 49%** Fillmore, Wabasha.	149.6	50.9	938,971	552,742	80,081	93,305	20,251	136,778	16,380	61.7
ST. CLOUD (Stearns) . . . **Over 50%** Benton; **20 - 49%** Sherburne.	161.7	45.8	762,130	965,034	109,685	65,606	21,380	93,987	15,459	51.9
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **20 - 49%** Hancock, Stone.	180.4	56.5	933,474	682,775	134,757	108,159	29,757	137,724	20,778	60.4
JACKSON (Hinds) . . . **Over 50%** Rankin; **20 - 49%** Copiah, Lawrence, Madison.	375.2	118.3	2,146,114	1,451,573	295,453	284,211	56,203	350,721	35,842	57.7
TUPELO (Lee) . . . **20 - 49%** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tishomingo, Union.	205.3	71.4	1,030,075	735,876	189,328	99,039	28,266	185,102	23,858	41.8
MISSOURI										
JOPLIN (Jasper) . . . **20 - 49%** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	170.0	65.5	817,908	643,850	110,722	87,479	23,745	168,878	20,545	51.2

The 1979 SALES BUILDER CATALOG of products and services for the sales and marketing executive is now available. To get yours, just send a note to: Ms. Laurie Amato
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There's one good way to find out: test them.

And there's one very good place to test them: Minneapolis.

For some very, very good reasons:

WE'VE GOT YOUR NUMBERS.

Our SMSA numbers just over 2,000,000 in total population. With that large a base, you're going to end up with some statistically significant numbers to tabulate—whether you test the entire market, or specific breakouts by age, sex, race, area, etc.

And, by the way, unlike some test markets, we don't claim to represent a precise microcosm of the total American population; we're a bit more affluent and a bit younger. In other words, we think we have a bit more of the people you're looking for.

A BIG SOMEWHERE IN THE MIDDLE OF NOWHERE.

Our big, diverse market is a few hundred miles from its nearest metropolitan neighbor; you'll be able to search for your answers in America's largest market and media isolation booth.

IF YOU'VE GOT THE MESSAGE, WE'VE GOT THE MEDIA.

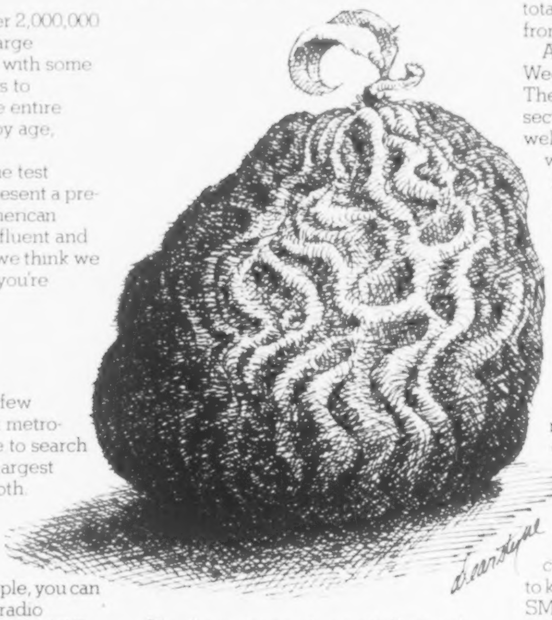
To reach any, or all, of our people, you can choose among 30 commercial radio stations, 4 commercial TV stations (ABC, CBS, NBC, and independent), excellent billboard and transit advertising, and any number of daily, weekly, neighborhood, or giveaway newspapers.

But above all, you can choose the test marketer's dream media: The Minneapolis Star and the Minneapolis Tribune.

THE STAR AND TRIBUNE WORK WITH YOU.

We have about 70 display salespeople calling on retailers throughout the area. They know their market and will be happy to share their knowledge of it with you.

Our marketing research department can provide complete, video-taped focus group testing for much less than you'd probably pay for comparable services elsewhere. You can test products, ads, packaging, prices, etc. with groups of the size and composition of your choice.



Finally, in cooperation with Testmark, a division of the world's largest food wholesaler, we've designed a basic, confidential food and related products test to track movement through Minneapolis supermarkets. Through Testmark, we can also offer interviews with store managers, customer intercepts, product placement, taste tests, and more: much more, indeed, than most other newspapers can offer.

THE STAR AND TRIBUNE WORK FOR YOU.

The Minneapolis Star and the Minneapolis Tribune have a combined daily circulation of 458,060, while the Sunday Tribune enjoys a circulation of 608,550. That includes metro-market coverage of 53% and 60% respectively. (The percentages look even better in the more elevated reaches of income, occupation, and education.) Within our total circulation, moreover, you can choose from more than 68 different zones.

Adding to our attractiveness are the Wednesday evening "Taste" section of The Star and the "Thursday/Food" section of the Tribune. These exceptionally well-designed sections offer extremely well-read vehicles for your food advertising. And, with our special five-day stretchout rate, you can place one ad in both sections, covering two buying weekends.

A NICE PLACE TO VISIT. AND YOU WOULDN'T MIND LIVING HERE.

The trouble with some test markets is that they test your endurance as much as they test your product's acceptance. Not Minneapolis. We've got plenty of music, sports, theater, saloons and other cultural attractions to help you fill the hours when the supermarkets are closed.

TEST OUR TEST MARKET: FREE.

Our 31-page "Test Market Survival Kit" contains just about everything you need to know about the demographics of our SMSA, our market and media isolation, our media efficiency, channels of distribution, and Star/Tribune marketing assistance.

For your free copy, call or write our Display Advertising Manager, Jim Anderson, The Minneapolis Star/Minneapolis Tribune, 425 Portland Ave., Minneapolis, MN 55488, (612) 372-3907.

Then come to Minneapolis and find out whether or not your new freeze-dried idea is half-baked.

YOU'LL FIND OUT IN MINNEAPOLIS. THE MAJOR MARKET TEST MARKET.

The Minneapolis Star/Minneapolis Tribune

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
MO. (cont.)										
KANSAS CITY (Jackson) . . . **Over 50%** KAN.: Johnson, Miami, Wyandotte; MO.: Cass, Clay, Lafayette, Platte, Ray; **20 - 49%** KAN.: Allen, Anderson, Bourbon, Douglas, Franklin, Leavenworth, Linn; MO.: Bates, Caldwell, Carroll, Chariton, Clinton, Grundy, Henry, Johnson, Linn, Livingston, St. Clair, Saline.	1,738.5	639.2	12,372,428	7,349,792	1,361,611	1,255,591	343,156	1,757,860	185,220	90.3
ST. JOSEPH (Buchanan) . . . **Over 50%** KAN.: Doniphan; MO.: Andrew, Atchison, Clinton, Daviess, De Kalb, Gentry, Harrison, Holt, Worth; **20 - 49%** KAN.: Brown; MO.: Caldwell, Mercer, Nodaway.	229.7	87.0	1,234,334	708,932	149,897	88,914	26,437	171,877	19,127	92.6
ST. LOUIS (St. Louis) . . . **Over 50%** ILL.: Jersey, Madison, Monroe, St. Clair; MO.: St. Charles; **20 - 49%** ILL.: Bond, Calhoun, Clinton, Greene, Macoupin, Randolph; MO.: Franklin, Gasconade, Iron, Jefferson, Lincoln, Pike, Pulaski, Ste. Genevieve, Warren.	2,661.2	896.0	17,751,274	9,536,125	1,993,310	1,546,679	376,154	2,247,040	245,621	64.1
SPRINGFIELD (Greene) . . . **20 - 49%** Barry, Cedar, Christian, Dade, Dallas, Lawrence, Polk, Stone, Taney, Webster, Wright.	368.1	137.8	1,829,968	1,329,549	240,461	202,568	72,302	289,184	35,277	50.6

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- by age, income, occupation, etc.
- by shopping habits
- by lifestyles
- by media useage (newspapers, television, radio and magazine)
- by media mixing programs for inter-media comparisons
- by optimization of reach and/or frequency
- by GRP's or NET's
- by Frequency Distribution
- by Media budget allocations
- **by calling Jackie Nixon, Times/STAR Marketing Services (816) 234-4200**

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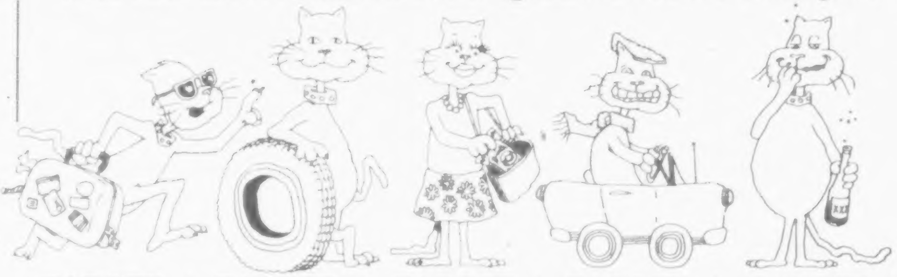

TARGET	TARGET	TARGET	TARGET	TARGET
Kansas Citians holding a current passport	Adults, shopped for tires past 12 months	Females, $20,000 + Income Households	Males, 25-54 years old, who purchased new cars in the past year.	Heavy liquor users (purchase 3 fifths or more per month) 132,000
ANSWER	**ANSWER**	**ANSWER**	**ANSWER**	**ANSWER**
115,000 13% of SMSA • 78% read Sunday K.C. STAR	124,000 61% Male 39% Female • 61% read K.C. Times/STAR	158,000 33% of SMSA females • Target represents 36% of daily Times/STAR female readers	• 26% of SMSA Males • One Times/Star ad generates: 100 GRPS 1.6 Average Frequency	• 65% regularly read STAR magazine in the Sunday K.C. STAR [illegible]

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One combined morning and evening circulation: 528,904.

Two separate editorial policies.

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Two very different sets of readers.

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Represented by Newhouse Newspapers

Source: ABC Publishers Statements, 6 months ending 3/31/79

ST. LOUIS POST-DISPATCH
State Business Tax Ruled Out
Carter Details Health Plan
St. Louis Globe-Democrat
Teasdale Gets Sunday Sales Bill
The St. Louis Connection.

ST. LOUIS POST-DISPATCH and **St. Louis Globe-Democrat**

an independent newspaper

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MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%** Big Horn, Carbon, Stillwater, Wheatland; **20 - 49%** Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wibaux; WYO.: Big Horn, Park	284.1	101.2	1,632,833	919,458	203,238	87,653	36,626	177,156	29,139	51.4
GREAT FALLS (Cascade) . . . **Over 50%** Liberty, Teton; **20 - 49%** Blaine, Chouteau, Fergus, Glacier, Hill, Judith Basin, Meagher, Phillips, Pondera, Toole.	175.2	61.2	1,012,456	590,105	144,479	48,613	18,272	145,692	20,695	53.5
MISSOULA (Missoula) . . . **20 - 49%** Granite, Lake, Mineral, Ravalli, Sanders.	122.6	43.9	655,248	402,673	102,197	29,997	11,387	78,204	11,933	61.1
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%** Greeley, Hamilton, Howard, Merrick, Sherman; **20 - 49%** Garfield, Nance, Valley, Wheeler.	94.2	34.6	543,874	347,725	74,538	29,330	14,339	70,950	7,986	65.2
LINCOLN (Lancaster) . . . **Over 50%** Saline, Seward; **20 - 49%** Butler, Fillmore, Gage, Jefferson, Johnson, Pawnee, Saunders, Thayer.	301.0	109.2	1,911,650	1,084,239	168,330	159,590	58,467	271,172	25,763	61.1
OMAHA (Douglas) . . . **Over 50%** Burt, Sarpy; **20 - 49%** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Butler, Cass, Chase, Cherry, Cheyenne, Colfax, Cuming, Custer, Dawes, Dawson, Deuel, Dodge, Dundy, Frontier, Furnas, Garden, Gosper, Grant, Greeley, Harlan, Holt, Hooker, Kearney, Keith, Keya Paha, Knox, Madison, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Sheridan, Thurston, Valley, Washington, Wayne.	1,167.2	410.0	7,328,724	4,119,360	750,476	594,098	225,578	877,114	139,205	49.8
NEVADA										
LAS VEGAS (Clark) . . . **20 - 49%** Lincoln, Nye.	386.0	139.5	2,774,445	1,722,746	349,060	194,847	76,896	347,849	51,877	82.4
RENO (Washoe) . . . **Over 50%** Storey; **20 - 49%** Carson City, Churchill, Humboldt, Lander, Lyon, Mineral, Pershing.	240.8	91.3	1,890,542	1,132,020	245,471	109,812	44,442	234,194	28,158	53.0
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **20 - 49%** Belknap, Coos, Grafton, Merrimack.	492.9	167.9	3,147,408	2,102,168	491,670	248,206	66,836	470,248	44,817	43.7
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **20 - 49%** Cape May.	266.7	102.4	1,693,834	1,084,876	254,762	143,849	48,524	175,064	25,690	57.7
JERSEY CITY (Hudson)	559.6	211.7	3,826,689	1,867,348	464,755	190,927	97,584	257,263	67,915	48.3
LONG BRANCH-ASBURY PARK (Monmouth) . . . **20 - 49%** Ocean.	823.0	268.1	5,433,756	3,179,141	755,630	408,057	155,702	635,538	78,546	48.0
NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE (Middlesex)	589.0	179.7	4,386,178	2,423,846	635,770	446,874	91,834	299,653	64,179	54.9
NEWARK (Essex) . . . **Over 50%** Morris, Somerset, Union; **20 - 49%** Hunterdon, Middlesex.	2,627.1	866.5	21,255,462	10,095,619	2,520,842	1,283,266	550,941	1,741,210	255,685	56.7
PATERSON-CLIFTON-PASSAIC (Passaic)	454.9	162.2	3,406,662	1,826,972	455,141	279,468	90,473	252,522	38,705	51.6
TRENTON (Mercer)	320.7	109.4	2,532,343	1,087,362	265,751	146,888	58,865	195,405	25,137	94.7
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **20 - 49%** Guadalupe, Los Alamos, Sandoval, Socorro, Torrance, Valencia.	504.7	174.9	3,018,664	1,938,809	359,648	265,416	106,288	442,989	63,394	59.6
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%** Saratoga; **20 - 49%** Columbia, Greene, Schoharie.	859.9	304.4	5,659,325	2,952,705	738,812	388,769	124,157	565,389	74,827	78.1
BINGHAMTON (Broome) . . . **20 - 49%** Chenango, Tioga; PENN.: Susquehanna.	353.2	125.0	1,938,125	1,104,961	288,930	130,778	45,000	228,683	47,478	72.6
BUFFALO (Erie) . . . **Over 50%** Niagara; **20 - 49%** Cattaraugus, Wyoming.	1,419.4	504.4	9,016,791	4,528,552	1,041,724	781,482	193,863	872,043	152,821	80.7
GLENS FALLS (Warren) . . . **Over 50%** Washington.	108.9	38.2	586,143	364,328	88,658	48,868	11,597	66,207	8,232	63.4
ELMIRA (Chemung) . . . **20 - 49%** Schuyler; PENN.: Tioga.	157.3	54.6	860,387	572,361	126,960	99,967	35,957	107,911	19,517	60.8
JAMESTOWN (Chautauqua)	144.1	53.9	774,376	483,363	145,299	73,663	18,034	79,148	11,185	49.0

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds. Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
N.Y. (cont.)										
NASSAU-SUFFOLK (Nassau) . . . **Over 50%** Suffolk.	2,704.4	830.0	21,077,334	10,203,252	2,596,641	1,425,018	551,249	1,609,558	207,163	55.6
NEW YORK (New York City) . . . **Over 50%** N.J.: Bergen; N.Y.: Rockland, Westchester; **20 - 49%** CONN.: Fairfield; N.J.: Hudson, Middlesex, Monmouth, Morris, Passaic, Union; N.Y.: Dutchess, Greene, Nassau, Putnam, Suffolk, Ulster.	16,345.4	5,906.2	123,841,140	55,143,813	13,822,736	7,159,516	2,916,401	7,669,351	1,489,101	53.2
NEWBURGH-MIDDLETOWN (Orange) . . . **20 - 49%** Sullivan.	313.8	108.2	1,810,349	1,152,978	347,208	116,162	45,507	236,541	27,266	69.6
OLEAN (Cattaraugus) . . . **20 - 49%** Allegany; PENN.: Potter.	154.9	53.1	745,339	373,454	111,180	35,169	16,602	79,148	11,662	39.2
POUGHKEEPSIE (Dutchess)	235.6	76.4	1,364,852	723,826	203,888	68,715	26,980	154,014	20,124	48.7
ROCHESTER (Monroe) . . . **Over 50%** Livingston; **20 - 49%** Ontario, Orleans, Wayne, Yates.	994.7	351.0	7,096,169	3,304,864	826,855	418,050	158,755	751,598	106,211	69.7
SYRACUSE (Onondaga) . . . **20 - 49%** Cayuga, Madison, Oswego.	725.7	246.2	4,553,539	2,156,202	560,392	291,178	80,666	448,206	97,673	76.5
UTICA-ROME (Oneida) . . . **20 - 49%** Herkimer.	323.8	114.1	1,796,215	992,078	226,813	128,809	32,207	204,953	41,937	54.8
WATERTOWN (Jefferson) . . . **20 - 49%** Lewis, St. Lawrence.	235.9	77.9	1,203,226	610,151	181,330	63,039	17,899	131,234	29,777	49.8
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **20 - 49%** Graham, Haywood, Henderson, Jackson, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	378.0	137.2	2,046,701	1,236,885	307,370	140,556	42,495	268,872	38,124	43.3
BURLINGTON (Alamance)	101.9	35.5	606,248	375,602	98,656	44,899	14,612	85,562	12,406	69.9

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Sources: 1979 Survey of Buying Power, 1978 ABC, 1978 Belden CMS, Oct., Dec.

The Syracuse Newspapers

THE POST-STANDARD, MORNINGS. HERALD JOURNAL, EVENINGS. SUNDAY HERALD AMERICAN.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978										
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
N.C. (cont.)										
CHARLOTTE-GASTONIA (Mecklenburg) . . . **Over 50%** Gaston; **20 - 49%** Anson, Cabarrus, Cleveland, Lincoln, Richmond, Rutherford, Stanly, Union; S.C.: Chester, Chesterfield, Lancaster, York.	1,183.6	400.5	7,201,965	4,200,346	962,200	647,887	170,568	968,863	136,086	54.4
FAYETTEVILLE (Cumberland) . . . **20 - 49%** Hoke.	257.2	75.4	1,316,293	713,137	118,291	120,100	41,804	164,730	17,894	64.7
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **20 - 49%** Alleghany, Chatham, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin.	1,061.5	372.6	6,640,737	3,508,209	763,299	359,889	180,510	852,198	114,672	64.3
HICKORY (Catawba) . . . **20 - 49%** Alexander.	125.0	43.0	761,790	462,860	100,246	47,791	19,769	121,379	19,126	47.4
RALEIGH-DURHAM (Wake, Durham) . . . **20 - 49%** Carteret, Edgecombe, Franklin, Granville, Johnston, Martin, Orange, Person, Pitt, Vance, Warren, Washington.	925.6	314.9	5,434,450	2,919,437	714,254	373,047	149,306	657,448	83,216	55.2
WILMINGTON (New Hanover) . . . **20 - 49%** Brunswick, Columbus, Pender.	208.1	74.4	1,111,832	684,947	171,109	86,249	33,570	140,402	21,190	43.9
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%** Morton; **20 - 49%** Adams, Bowman, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	132.6	43.8	725,239	419,568	70,219	64,229	13,853	102,606	12,239	59.5
FARGO-MOORHEAD (Cass; MINN.: Clay) . . . **Over 50%** N.D.: Foster, Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	260.4	89.1	1,592,979	939,676	155,313	83,941	44,280	241,156	23,881	54.9
GRAND FORKS (Grand Forks) . . . **Over 50%** Pembina; **20 - 49%** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Towner, Traill, Walsh.	218.3	73.2	1,201,932	744,767	127,622	72,848	34,318	162,228	20,915	45.9
MINOT (Ward) . . . **Over 50%** Bottineau, Burke, McHenry, Mountrail, Renville; **20 - 49%** Divide, McKenzie, McLean, Pierce, Rolette, Towner, Wells.	151.9	48.0	774,491	457,307	70,990	57,471	22,465	133,568	13,725	58.3
OHIO										
AKRON (Summit) . . . **Over 50%** Portage; **20 - 49%** Medina.	770.2	259.3	5,019,126	2,758,362	581,954	366,748	122,371	682,125	65,887	69.1
CANTON (Stark) . . . **20 - 49%** Carroll.	406.9	140.2	2,642,841	1,761,637	349,272	218,713	87,705	462,080	48,475	46.2
CINCINNATI (Hamilton) . . . **Over 50%** IND.: Dearborn, Ohio; KY.: Boone, Bracken, Campbell, Kenton; OHIO: Clermont; **20 - 49%** IND.: Franklin, Ripley, Switzerland; KY.: Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Warren.	1,752.2	601.5	11,647,996	6,341,700	1,422,205	999,341	322,736	1,257,272	189,864	60.3

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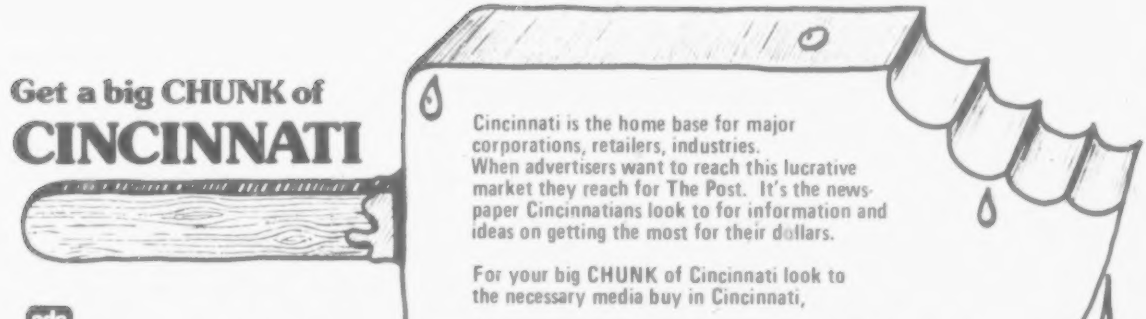

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S&MM's SURVEY OF NEWSPAPER MARKETS

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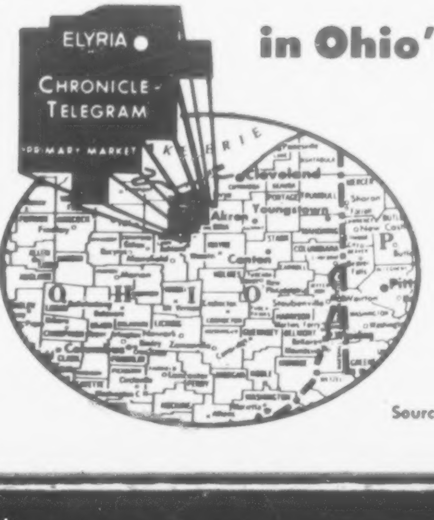
OHIO (cont.)										
CLEVELAND (Cuyahoga) . . . **Over 50%** Lake; **20 - 49%** Geauga, Medina.	1,942.7	681.6	14,567,842	7,781,634	1,617,666	1,202,643	349,896	1,725,161	280,202	93.8
COLUMBUS (Franklin) . . . **20 - 49%** Delaware, Fairfield, Jackson, Licking, Madison.	1,206.3	419.7	8,110,254	4,858,379	900,053	870,475	252,573	1,138,546	115,896	68.4
DAYTON (Montgomery) . . . **Over 50%** Greene; **20 - 49%** Darke, Miami, Preble.	889.6	306.5	6,142,458	3,180,496	632,063	530,970	195,749	722,302	64,496	75.4
DOVER (Tuscarawas)	81.3	28.3	416,546	326,309	78,635	51,786	14,682	66.144	7,420	82.4
FINDLAY (Hancock) . . . **20 - 49%** Putnam, Wyandot.	117.3	39.1	711,923	401,792	82,920	42,753	16,276	103,252	7,395	52.1
HAMILTON-MIDDLETOWN (Butler)	255.7	83.8	1,681,372	808,320	217,190	129,618	40,019	154,721	19,934	59.6
LIMA (Allen) . . . **20 - 49%** Putnam.	138.6	45.7	860,922	520,249	94,308	105,341	17,015	103,674	1[illegible],767	73.6
LORAIN-ELYRIA (Lorain)	271.7	86.9	1,832,964	949,025	196,165	180,302	37,821	229,067	23,350	82.7



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Sources: Survey of Buying Power 7/79 - A.B.C. 3/31/79

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds. Cov. Total Area
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OHIO (cont.)										
MANSFIELD (Richland)	129.8	44.0	806,155	582,141	117,850	113,901	21,501	140,489	11,041	72.3
PARKERSBURG-MARIETTA (W.VA.: Wood; OHIO: Washington) . . . **Over 50%** W.VA.: Pleasants; **20 - 49%** W.VA.: Calhoun, Ritchie, Wirt.	182.0	62.8	1,049,791	678,861	155,697	101,796	31,678	154,280	19,469	58.2
SANDUSKY (Erie) . . . **20 - 49%** Huron.	129.0	42.5	765,772	633,587	146,244	61,478	31,629	152,485	19,631	56.2
SPRINGFIELD (Clark) . . . **20 - 49%** Champaign.	182.2	62.3	1,101,094	568,327	106,872	90,579	30,454	155,415	10,777	71.3
TOLEDO (Lucas) . . . **Over 50%** MICH.: Monroe; OHIO: Fulton; **20 - 49%** OHIO: Henry, Ottawa, Wood.	817.7	288.6	6,044,825	3,208,468	642,932	560,688	139,431	741,338	85,918	52.7
WOOSTER (Wayne) . . . **20 - 49%** Holmes.	119.5	36.9	678,070	447,633	100,901	41,393	28,887	136,750	11,190	67.0
YOUNGSTOWN-WARREN (Mahoning, Trumbull)	543.5	176.0	3,521,043	1,972,888	358,709	375,794	116,948	470,929	49,046	77.2
ZANESVILLE (Muskingum) . . . **20 - 49%** Morgan, Perry.	124.4	42.9	630,461	382,390	95,220	49,804	13,452	80,147	10,117	61.6
OKLAHOMA										
ENID (Garfield) . . . **20 - 49%** Alfalfa, Blaine, Grant, Kingfisher, Major, Woods.	127.6	49.5	757,137	451,725	95,017	33,708	24,905	110,194	17,287	56.7
LAWTON (Comanche) . . . **20 - 49%** Cotton.	128.4	39.3	713,165	362,839	54,361	56,360	21,483	100,737	4,312	71.8
OKLAHOMA CITY (Oklahoma) . . . **Over 50%** Canadian, Cleveland; **20 - 49%** Beaver, Beckham, Blaine, Caddo, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, Logan, McClain, Marshall, Murray, Noble, Roger Mills, Texas, Washita, Woods, Woodward.	1,101.7	407.8	7,140,320	4,405,010	887,260	473,971	202,987	1,175,654	104,823	65.3
TULSA (Tulsa) . . . **20 - 49%** Craig, Creek, Mayes, Osage, Pawnee, Rogers, Wagoner, Washington.	700.3	261.4	4,630,251	2,888,842	581,821	259,145	147,701	797,436	93,865	64.3
OREGON										
EUGENE-SPRINGFIELD (Lane)	259.9	93.9	1,646,696	866,616	195,926	121,149	40,886	202,830	23,445	58.8
MEDFORD (Jackson)	124.5	46.9	730,491	407,245	57,040	51,134	25,035	84,886	8,642	55.2

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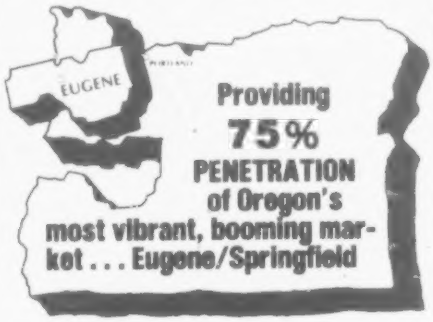

✓ S & MM "Survey of Buying Power," July 23 1979

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Two independent and separately owned newspapers represented nationally by Branham

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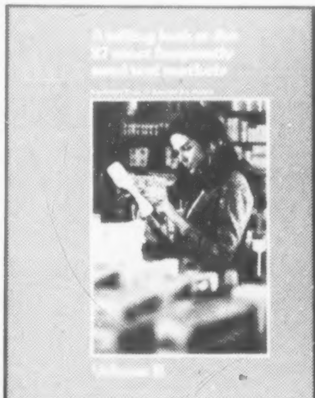
Could you profitably use accurate, up-to-date, *in-depth* information about *what* they spend? *What* they buy? *Where, when* and *why* they buy? We *have* that data for more than fifty product categories including: Stereo and Tape Equipment/ Television Sets/Major Household Appliances/Small Electric Appliances/Mattresses and Bedding/Domestics and Linens/Home Furnishings/ Home Improvement Products/ Automotive Products/Women's Clothing/Men's Clothing/Men's Accessories/Children's Apparel. We not only have the information, we're ready, willing and *eager* to put it to work for you. Call or write:

Phelps Fisher
Vice President, Director of Marketing
Fisher Broadcasting, 100 4th Ave. N.
Seattle, WA 98109
206-223-4081

David B. Ludwig III
General Sales Manager, KATU Television
2153 N.E. Sandy, Portland, OR 97232
503-231-4202

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) ... Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ORE. (cont.)										
PORTLAND (Multnomah) . . . **Over 50%** Clackamas, Tillamook, Washington; WASH.: Clark, Skamania; **20 - 49%** ORE.: Baker, Clatsop, Columbia, Curry, Gilliam, Grant, Harney, Hood River, Jefferson, Lincoln, Morrow, Sherman, Wallowa, Wasco, Yamhill	1,434.3	536.9	9,914,597	5,047,528	1,423,599	474,303	248,377	1,035,246	116,359	63.4
SALEM (Marion) . . . **Over 50%** Polk; **20 - 49%** Yamhill	279.2	99.8	1,638,504	834,704	225,266	105,104	33,961	210,214	23,308	56.4
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM-EASTON (Lehigh, Northampton) . . . **Over 50%** N.J.: Warren; **20 - 49%** PENN.: Carbon	626.1	224.7	4,409,475	2,283,245	529,056	368,350	94,808	424,618	54,743	86.0
ALTOONA (Blair)	134.4	48.4	757,481	505,029	107,983	91,190	22,925	106,847	18,406	66.4
BUTLER (Butler)	144.1	45.8	771,711	427,137	98,298	47,667	23,211	88,218	11,526	60.7
ERIE (Erie)	271.6	90.1	1,605,043	901,087	199,617	139,446	40,999	207,272	25,111	80.6
HARRISBURG (Dauphin) . . . **Over 50%** Cumberland; **20 - 49%** Perry	435.3	157.9	3,332,967	1,730,819	340,024	269,701	72,758	361,581	61,455	63.4
JOHNSTOWN (Cambria) . . . **20 - 49%** Somerset	270.6	94.4	1,668,951	906,490	193,694	130,947	51,464	199,706	28,245	56.4
LANCASTER (Lancaster)	350.1	121.4	2,359,030	1,253,138	252,209	189,065	73,585	244,401	26,725	79.0
LEBANON (Lebanon)	106.7	34.8	596,154	368,601	77,553	54,085	21,311	88,092	9,398	75.0
NORTHEAST PENNSYLVANIA (Lackawanna, Luzerne) . . . **20 - 49%** Wayne, Wyoming	638.3	230.6	3,653,507	2,182,057	473,752	360,884	132,130	366,895	66,638	67.8
PHILADELPHIA (Philadelphia) . . . **Over 50%** N.J.: Burlington, Camden, Cape May, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery; **20 - 49%** N.J.: Atlantic, Salem	5,123.7	1,761.6	36,473,781	18,400,379	4,218,252	2,411,934	970,041	3,334,883	494,780	82.8



Are you planning to market test?

Get this free updated study

27 Most used test markets

The established criteria contained in this report will give you valuable insight on how to select a test market. For a free copy, write to:

Mr. Gerald Szorek
Times Publishing Co.
205 West 12th St.
Erie, Pa. 16501

ERIE MORNING NEWS • ERIE DAILY TIMES • Erie Times-News

Represented by Story & Kelly-Smith, Inc.

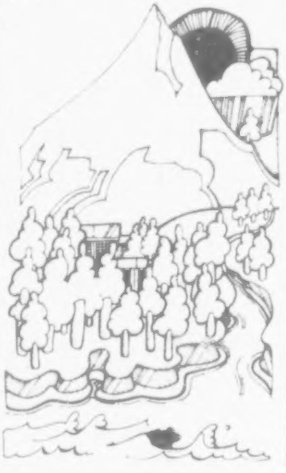
Why we've failed to remain anonymous.

Will everyone please stop saying nice things about Portland, Oregon?

Shortly after the dust settled on the Oregon Trail, a wonderful calm settled over our part of the world. During which, we Oregonians quietly went about our business in blissful obscurity.

But then, only a few years back, our tranquility was shattered. Suddenly, Oregon's progressive legislation and enlightened environmental policies became big news. Oregon found itself thrust into the limelight.

And, like it or not, we had to learn to deal with the open admiration of the masses, not to mention the already intense interest of some very sharp marketing people.



Can you find the city hidden in this picture? We've tried to stay well-concealed, tucked away between the Cascade mountain range and the Pacific Ocean.

The EPA didn't help matters any. First they branded Portland as America's "most livable" large city.

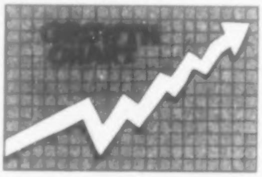
Advertising Age didn't help, either. It recently included Portland, Ore. on its list of the ten hottest growth markets in the U.S.

Testing: One, two, three

So, to the chagrin of those trying to convince the world that there is no land mass at all between California and Washington state, Oregon's fame only grew.

Notably, with test marketers. For three good reasons.

First, because Oregon's demographics are so strikingly similar to national averages, it's almost scary. Second, because Portland's media are so isolated, they're almost hermits.



Often, Oregonians try to convince outsiders that charts like this have been mistakenly printed upside down.

And third, because reaching Portland's million-plus consumers is so simple (buying Portland's two dailies results in 62.8% metro coverage daily, 65.9% on Sundays), it's almost too easy.

Since we publish the aforementioned daily newspapers, we're in a bit of a spot. Like most Oregonians, we're eager to downplay our state. But being in the newspaper business, we're also eager to serve advertisers.

That's why we're not directing this ad to anyone who would go blabbing about Oregon. Instead we're directing it to more mature and discreet advertisers, such as yourself, who know enough to keep a good thing to themselves.

As a last resort, should we try camouflaging Oregon's spectacular resorts?

Portland: The #22 ADI

And confidentially, this market is a good thing. So typical, it's an exceptional place to test new products. Yet dynamic enough for Portland to rank as the 22nd largest ADI and score high in everyday selling, too.

But please don't quote us.

We've also failed miserably at hushing up Oregon's unique recreational opportunities. So it's for sure we're not going to elaborate now on how Portland is only a short drive from sparkling ocean beaches. Or an hour's drive in the other direction from breathtaking 11,000 foot Mt. Hood.

Keep it under your hat

But we will share some valuable information with you, if you'll help us keep Oregon more or less a secret.

We're prepared to mail to you, in a plain brown wrapper, our Oregon Marketing Information, including the newly-revised Portland Marketing Manual. Better yet, we'll hand deliver it to your office to make sure it doesn't fall into the wrong hands.

You'll find it full of interesting facts about income levels, demographics, distribution channels, and more. And you'll also find it labeled, "Top Secret," for obvious reasons.

All you need do is fill out this coupon and mail it, hopefully without calling attention to yourself. And then, the great state of you-know-who will just be our little secret.

TOP SECRET
OREGON MARKETING INFORMATION

To:
Stephen E. Bell,
General Advertising Manager
The Oregonian/Oregon Journal
1320 S. W. Broadway
Portland, Oregon 97201

All right, ask your Newhouse Newspaper Representative to tell me more and bring me the Marketing Information (check here ☐). Or just send me the Marketing Information (check here ☐). I pledge to do everything in my power to promote the idea that your state is only a mirage.

Name ______________

Title ______________

Company ______________

Address ______________

City ________ State ______ Zip ______

Represented by Newhouse Newspapers.

SMM 1079

The Oregonian
The Oregon Journal

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978										
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
PA. (cont.)										
PITTSBURGH (Allegheny) . . . **Over 50%** Beaver, Washington, Westmoreland; **20 - 49%** Armstrong, Greene.	2,385.3	846.4	15,897,215	8,182,823	1,727,869	1,405,464	377,805	1,701,999	262,332	71.9
POTTSVILLE (Schuylkill)	158.4	58.7	821,058	478,857	132,120	41,609	32,202	88,948	17,134	47.1
READING (Berks)	303.5	113.8	2,189,853	1,105,879	263,679	201,667	59,533	207,554	30,135	72.0
SHARON (Mercer)	128.2	42.4	668,337	414,660	96,782	49,742	23,400	96,193	9,436	58.8
SUNBURY (Northumberland) . . . **Over 50%** Snyder, Union.	164.1	56.8	864,500	518,549	130,547	54,842	23,201	101,093	13,953	41.7
UNIONTOWN (Fayette)	155.9	54.5	752,033	547,085	133,545	88,368	21,292	112,150	17,458	46.9
WILLIAMSPORT (Lycoming)	114.1	39.8	626,670	423,750	88,495	50,201	25,411	81,744	10,216	79.9
YORK (York) . . . **20 - 49%** MD.: Carroll; PENN.: Adams.	448.7	156.1	2,873,277	1,468,816	314,622	198,953	76,589	284,177	32,752	67.6
RHODE ISLAND										
PROVIDENCE-WARWICK-PAWTUCKET (Providence, Kent) . . . **Over 50%** Bristol; **20 - 49%** Newport, Washington.	935.7	320.7	6,068,464	3,096,821	667,921	384,714	133,075	631,358	83,913	77.9
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Oconee.	260.5	92.4	1,378,159	862,297	186,901	118,127	35,339	214,501	25,199	48.1
CHARLESTON-NORTH CHARLESTON (Charleston) . . . **Over 50%** Dorchester; **20 - 49%** Berkeley, Colleton, Georgetown.	464.3	141.9	2,328,199	1,471,265	422,545	238,998	57,863	300,305	34,094	63.2
COLUMBIA (Richland) . . . **Over 50%** Lexington; **20 - 49%** Allendale, Barnwell, Fairfield, Kershaw, Newberry.	504.4	153.8	2,828,114	1,623,753	344,957	218,126	77,593	412,399	34,077	68.7
FLORENCE (Florence) . . . **20 - 49%** Darlington.	158.6	50.1	811,207	542,687	129,059	54,678	28,291	134,956	16,571	49.2

Huge corporate headquarters make Pittsburgh your top marketing target.

Pittsburgh's not just a "steel town" any more. Its status as the nation's third largest corporate headquarters makes it a lively, cosmopolitan city. And an affluent, well-educated market.

Twenty-three of the nation's top 500 companies call it home.

In fact, Pittsburgh boasts more chemical engineers than New York City, more nurses than St. Louis, more chemists than Boston, more industrial engineers than Houston and more computer analysts than Dallas-Ft. Worth!*

You reach 972,000 metro area adults daily with the Pittsburgh Press and Pittsburgh Post-Gazette and 1,135,000 with the Sunday Press.**

Contact Bill McCormick (412/263-1336) for details.

*Bentley, Barnes & Lynn, Inc. **Guide-Post Research

PITTSBURGH PRESS —PITTSBURGH POST-GAZETTE

Representated nationally by Story & Kelly-Smith, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
S.C. (cont.)										
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%** Pickens; **20 - 49%** Cherokee, Laurens, Oconee, Union.	715.5	243.2	4,072,075	2,370,615	563,665	250,993	114,507	503,604	68,688	58.9
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%** Jackson; **20 - 49%** Bennett, Butte, Custer, Fall River, Haakon, Jones, Lawrence, Meade; WYO.: Weston.	153.3	52.3	843,418	573,409	116,436	66,670	27,217	128,629	14,835	54.7
SIOUX FALLS (Minnehaha) . . . **Over 50%** McCook, Turner; **20 - 49%** IA.: Lyon; MINN.: Rock; S.D.: Brookings, Clay, Kingsbury, Lake, Lincoln, Miner, Moody, Union.	236.6	80.9	1,397,956	733,622	126,042	76,154	29,609	163,386	38,153	51.7
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **20 - 49%** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	456.2	171.5	2,655,441	1,678,806	421,843	230,584	55,043	376,924	51,392	60.8
JACKSON (Madison) . . . **20 - 49%** Chester, Crockett, Gibson, Henderson.	169.8	60.2	834,568	588,661	128,979	74,216	23,165	150,748	16,259	41.3
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan) . . . **Over 50%** VA.: Scott, Washington; **20 - 49%** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	563.9	194.2	2,692,634	1,766,319	493,181	230,660	72,548	326,587	47,602	53.6
KNOXVILLE (Knox) . . . **20 - 49%** Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, Sevier, Union.	754.1	261.2	4,061,739	2,706,133	658,574	341,165	96,368	555,391	78,557	54.9
MEMPHIS (Shelby) . . . **20 - 49%** ARK.: Crittenden; MISS.: Coahoma, De Soto, Grenada, Marshall, Panola, Quitman, Tate, Tunica, Yalobusha; TENN.: Dyer, Fayette, Hardeman, Lake, Lauderdale, McNairy, Tipton.	1,202.1	388.8	6,565,773	4,197,197	987,687	641,598	177,261	1,042,869	109,275	64.6
NASHVILLE-DAVIDSON (Davidson) . . . **20 - 49%** Williamson.	515.9	182.6	3,617,393	2,485,023	495,827	430,326	81,665	562,791	68,154	30.0

In the primary retail market (PRM), the Providence Journal-Bulletin gives you 73.9% coverage and the Sunday Journal 68.5% coverage.

The daily Journal-Bulletin reaches 176,775 households in the PRM and the Sunday Journal 163,763 households.

And the PRM is where the action is: 73.5% of occupied households, 74.3% of retail sales, 73.9% of food sales, 77.6% of auto sales, 74.4% of drug sales, 79.9% of general merchandise sales, 67.1% of eating and drinking place sales.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

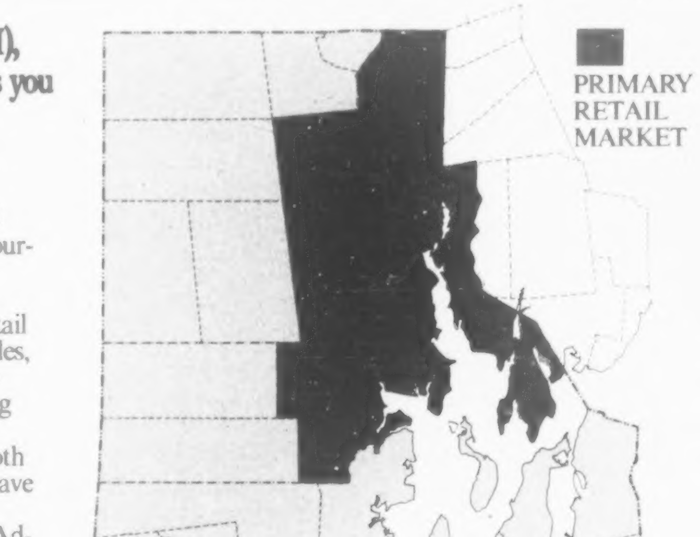
Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain Street, Providence, R.I. 02902/(401)277-7172.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Sources: Households-ABC 1979 estimate and PJB research dept. 1979 estimate; Circulation-ABC 4/1/79; R.I. Sales Tax Collections, Year 1978, Division of Information Processing; SRDS 1978 estimate; ©S&MM 1979 Survey of Buying Power.

Member, Metropolitan Sunday Newspapers, Inc.



Total Circulation (ABC 4/1/79):
Journal and Bulletin-214,535
Sunday Journal-222,016

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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TEXAS										
ABILENE (Taylor) . . . **Over 50%** Callahan, Haskell, Shackelford; **20 - 49%** Coleman, Comanche, Eastland, Fisher, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Stephens, Stonewall, Throckmorton.	249.3	94.6	1,446,108	874,558	185,583	122,560	35,928	188,803	25,979	53.8
AMARILLO (Potter) . . . **Over 50%** Carson, Donley, Hansford, Oldham, Randall; **20 - 49%** OKLA.: Cimarron; TEX.: Armstrong, Briscoe, Castro, Collingsworth, Dallam, Deaf Smith, Gray, Hall, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Parmer, Roberts, Sherman, Swisher, Wheeler.	355.9	127.4	2,370,391	1,411,869	312,050	159,528	58,309	331,441	42,755	54.5
AUSTIN (Travis) . . . **20 - 49%** Bastrop, Blanco, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	577.5	193.9	3,602,814	2,276,888	511,722	201,487	108,483	452,205	52,665	55.7
BEAUMONT-PORT ARTHUR-ORANGE (Jefferson, Orange) . . . **20 - 49%** Chambers, Hardin, Jasper, Newton, Sabine, Tyler.	442.8	157.7	2,999,722	1,767,463	435,983	215,949	60,875	396,516	51,007	60.8
CORPUS CHRISTI (Nueces) . . . **Over 50%** San Patricio; **20 - 49%** Aransas, Brooks, Duval, Jim Hogg, Jim Wells, Kleberg, Live Oak, Refugio.	424.0	133.2	2,222,227	1,744,297	426,777	173,158	68,218	392,556	50,823	62.5
DALLAS-FORT WORTH (Dallas, Tarrant) . . . **Over 50%** Hood, Rockwall; **20 - 49%** Collin, Denton, Ellis, Erath, Hamilton, Hunt, Jack, Johnson, Kaufman, Palo Pinto, Parker, Somervell, Wise.	2,824.4	997.2	20,918,758	12,568,085	2,448,374	1,624,288	541,165	2,740,938	413,756	68.1
EL PASO (El Paso) . . . **20 - 49%** Culberson, Hudspeth.	452.7	133.8	2,324,464	1,815,386	329,304	332,052	94,023	337,301	44,458	59.0
GALVESTON-TEXAS CITY (Galveston)	202.8	70.8	1,297,208	783,677	191,839	113,277	22,222	162,848	34,979	37.8

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

Our competition's just a pussycat with ad linage. We're king of the jungle.

You can bet your whiskers The Dallas Morning News does the job for its advertisers. We have the strength in circulation and the power in demographics that keeps us king year after year.

In fact, last year we had 6,243,233 more total ad lines than the evening paper.

We also led in important categories like travel, food, automotive and financial ads, with almost a million lines more in general ad linage. That represents a 54% share.

We think that's something worth roaring about.

Whatever you've got to sell, sells better in The Dallas Morning News.

Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National; The Leonard Co., Florida, Mexico, Caribbean; Lenha Hawaii, Hawaii. A Member of Metropolitan Sunday Newspapers, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop (Thous.)	 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./Furnish./Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds Cov. Total Area
TEXAS (cont.)										
HOUSTON (Harris) . . . **Over 50%** Fort Bend, Stonewall, Waller; **20 - 49%** Austin, Brazoria, Brazos, Chambers, Colorado, Galveston, Grimes, Houston, Liberty, Madison, Matagorda, Montgomery, Polk, San Jacinto, Trinity, Walker, Washington, Wharton.	3,187.5	1,106.9	23,771,836	15,662,113	3,398,151	2,603,912	632,950	3,443,371	396,999	54.7
LONGVIEW-MARSHALL (Gregg, Harrison) . . . **20 - 49%** Upshur.	159.8	56.5	925,266	749,273	161,057	61,506	30,829	188,862	29,815	46.2
LUBBOCK (Lubbock) . . . **20 - 49%** Bailey, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Parmer, Terry, Yoakum.	395.2	134.6	2,417,569	1,326,436	303,208	156,221	53,883	306,733	34,485	49.4
ODESSA (Ector) . . . **Over 50%** Crane; **20 - 49%** Andrews, Pecos, Upton, Ward, Winkler.	167.3	56.9	1,083,290	755,375	148,068	120,702	30,000	157,091	16,455	58.9
SAN ANGELO (Tom Green) . . . **Over 50%** Coke, Concho, Crockett, Irion, Reagan, Schleicher, Sterling, Sutton; **20 - 49%** Brewster, Edwards, Glasscock, Kimble, McCulloch, Mason, Menard, Pecos, Runnels, San Saba, Terrell, Upton.	171.1	61.9	957,731	577,965	119,467	56,238	19,350	139,858	15,431	55.5
SAN ANTONIO (Bexar) . . . **20 - 49%** Atascosa, Bandera, Comal, Dimmit, Frio, Gillespie, Gonzales, Guadalupe, Karnes, Kendall, Kerr, La Salle, Medina, Uvalde, Wilson.	1,208.5	384.2	6,873,669	4,299,248	964,893	680,631	177,137	841,440	94,865	68.9
TEXARKANA (Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	144.5	52.8	726,554	522,950	131,042	49,074	14,549	138,179	13,863	50.1
TYLER (Smith) . . . **20 - 49%** Van Zandt, Wood.	165.5	61.3	1,007,569	673,820	154,743	73,097	27,576	155,761	25,573	58.8
VICTORIA (Victoria) . . . **Over 50%** Calhoun, Jackson; **20 - 49%** De Witt, Goliad, Lavaca, Refugio.	146.0	49.1	776,796	462,082	111,031	47,155	15,593	114,547	14,653	56.9
WACO (McLennan) . . . **20 - 49%** Bosque, Falls.	189.7	70.4	1,081,024	758,579	167,850	135,596	25,742	189,452	11,734	57.8
WICHITA FALLS (Wichita) . . . **Over 50%** Archer; **20 - 49%** Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	215.6	80.9	1,349,693	921,244	193,400	118,422	38,840	241,614	25,542	59.7
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%** Juab.	193.4	53.1	926,272	539,404	121,552	38,409	23,298	97,319	44,455	51.1
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%** Box Elder, Davis, Morgan, Summit; **20 - 49%** Beaver, Carbon, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Piute, Rich, Sanpete, Sevier, Tooele, Utah, Wasatch, Washington, Wayne.	1,237.3	376.3	6,887,764	4,364,848	959,320	471,273	196,473	944,087	247,937	59.8
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%** Grand Isle; **20 - 49%** Addison, Franklin, Lamoille, Washington.	244.7	80.7	1,327,570	881,320	244,104	78,340	40,552	180,409	15,674	53.8

San Antonio Light

SAN ANTONIO'S LEADING NEWSPAPER, DAILY AND SUNDAY, FOR OVER 25 YEARS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

You Should Know . . .

which Houston newspaper has the largest share of audience among top demographic groupings in the Houston SMSA . . .

	Total Post Readers	Post Share Of Audience
TOTAL ADULTS	639,000	63%
Men	326,000	65%
Women	313,000	61%
1978 FAMILY INCOME		
$45,000 or more	85,000	70%
$35,000-$44,999	76,000	63%
$25,000-$34,999	143,000	63%
Under $25,000	335,000	61%
COLLEGE GRADUATES	218,000	67%
PROFESSIONALS AND MANAGERS	223,000	64%
HOME OWNERS	469,000	63%

Now You Know

The Houston Post

Source: 1979 Houston Market Study by RICI

represented nationally by Branham Newspaper Sales

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **20 - 49%** Fluvanna, Greene, Madison, Orange.	136.1	47.5	752,715	436,750	118,063	61,928	16,571	70,613	14,363	56.4
DANVILLE (Pittsylvania)	107.9	37.1	580,866	343,601	76,080	66,543	11,048	68,518	13,460	64.9
FREDERICKSBURG (Spotsylvania) . . . **Over 50%** King George, Stafford; **20 - 49%** Caroline, Westmoreland.	123.5	40.2	643,298	362,351	94,800	49,780	1[illegible],037	52,672	17,848	61.9
HARRISONBURG (Rockingham) . . . **20 - 49%** Page; W.VA.: Pendleton.	101.3	34.1	488,571	302,815	71,770	34,016	14,680	53,923	14,959	67.9
LYNCHBURG (Campbell) . . . **Over 50%** Amherst; **20 - 49%** Appomattox, Nelson.	160.9	54.3	835,734	569,413	130,695	97,202	23,131	101,249	23,124	69.2
NEWPORT NEWS-HAMPTON (Newport News) . . . **Over 50%** Gloucester, James City, York; **20 - 49%** Isle of Wight, Mathews, New Kent, Surry.	408.6	133.2	2,272,906	1,319,034	287,593	202,860	65,708	289,931	46,907	73.6
NORFOLK-VIRGINIA BEACH-PORTSMOUTH (Norfolk, Virginia Beach) . . . **Over 50%** Suffolk; **20 - 49%** N.C.: Chowan, Currituck, Dare, Gates; VA.: Isle of Wight, Northampton, Southampton.	905.8	286.4	5,153,709	2,823,577	618,368	411,360	135,484	620,112	103,862	74.8
RICHMOND (Henrico) . . . **Over 50%** Chesterfield, Goochland, Hanover, King William, Powhatan; **20 - 49%** Amelia, Brunswick, Buckingham, Charles City, Charlotte, Cumberland, Essex, Greensville, King and Queen, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Prince Edward, Prince George, Richmond, Surry, Sussex, Westmoreland.	927.1	317.6	5,722,836	3,127,783	702,263	410,490	151,102	643,434	142,462	72.0
ROANOKE (Roanoke) . . . **Over 50%** Botetourt; **20 - 49%** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Smyth, Wythe.	579.2	188.4	2,930,427	1,760,034	425,422	198,642	86,252	337,170	63,760	55.8
WASHINGTON										
BREMERTON (Kitsap)	128.9	46.1	1,061,111	429,725	105,141	43,142	23,059	73,688	25,281	66.7
LONGVIEW (Cowlitz) . . . **Over 50%** Wahkiakum.	77.3	27.9	528,676	287,977	56,391	33,200	12,129	69,233	18,749	80.3
OLYMPIA (Thurston) . . . **20 - 49%** Mason.	136.7	49.7	1,012,437	471,945	113,270	46,250	23,018	81,876	16,745	50.7
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **20 - 49%** Adams.	138.2	45.8	967,922	485,629	113,051	67,727	20,423	89,660	22,847	70.6
SEATTLE-EVERETT (King, Sn[illegible] . . . **20 - 49%** Clallam, Island, Jefferson, San Juan, Skagit.	1,633.8	618.0	12,728,876	7,496,670	1,851,724	841,185	298,952	1,347,058	247,136	70.2
SPOKANE (Spokane) . . . **Over 50%** Lincoln; **20 - 49%** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Grant, Pend Oreille, Stevens, Whitman.	585.2	209.7	3,675,823	1,976,699	447,939	213,565	100,948	409,956	79,707	60.2
TACOMA (Pierce)	441.1	149.9	2,892,659	1,635,546	315,814	135,575	78,696	327,466	42,405	63.3
WENATCHEE (Chelan) . . . **Over 50%** Douglas, Okan[illegible]gan; **20 - 49%** Grant.	140.6	50.4	930,668	491,966	134,722	39,051	12,765	81,553	20,344	53.6
YAKIMA (Yakima) . . . **20 - 49%** Kittitas.	183.0	65.4	1,067,242	686,758	153,505	76,681	23,929	126,514	24,182	56.7
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **20 - 49%** Fayette, Greenbrier, Monroe, Wyoming.	222.5	74.5	1,113,813	738,000	161,332	85,093	42,314	183,240	23,816	41.5

Do you know enough about your customers in the Seattle market?

Could you profitably use accurate, up-to-date, *in-depth* information about *what* they spend? *What* they buy? *Where*, *when* and *why* they buy? We *have* that data for more than fifty product categories including: Stereo and Tape Equipment/Television Sets/Major Household Appliances/Small Electric Appliances/Mattresses and Bedding/Domestics and Linens/Home Furnishings/Home Improvement Products/Automotive Products/Women's Clothing/Men's Clothing/Men's Accessories/Children's Apparel. We not only have the information, we're ready, willing and *eager* to put it to work for you. Call or write:

Phelps Fisher
Vice President, Director of Marketing
Fisher Broadcasting, 100 4th Ave. N
Seattle, WA 98109
206-223-4081

Roy Albertson
General Sales Manager, KOMO-TV
100 4th Ave. N., Seattle, WA 98109
206-223-4161

Monty Grau
Station Manager, KOMO Radio
100 4th Ave. N., Seattle, WA 98109
206-223-4106

FOUR FACTS ABOUT SEATTLE NEWSPAPERS EVERY ADVERTISER SHOULD KNOW.

Fact: Seattle Times daily circulation reaches 566,243 people, over 128,890 more readers than the P.I.*

Fact: Seattle Times General Advertising rates per thousand readers are 21% less per line than the P.I.**

Fact: Seattle Times readers enjoy a higher income, they eat out more, buy more cars, more clothes and take more vacations than the average P.I. reader.***

Fact: The Seattle Times carries twice as much advertising as the P.I. and almost 50% more news.

The fact is, you get more power for your advertising dollar with Seattle's *best selling* newspaper. The Seattle Times.

THE SEATTLE TIMES
FIRST IN CIRCULATION. 7 DAYS A WEEK.

*Based on A.B.C. Publishers' Statements for 6 months ending March 31, 1979 (2.2 adults/issue). **Adjusted to reflect equal space based on 6-column widths.
***Seattle Times research. Represented nationally by Cresmer, Woodward, O'Mara and Ormsbee, Inc.
For more information call the National Advertising Department of The Seattle Times at (206) 464-2441

CO-OP ACTION PLAN

We'll help you and your salesforce implement a total sell-through program to your dealers for maximum sales results.

The Milwaukee Journal/Sentinel co-op team can help you put accrued dealer co-op dollars to work fast and effectively.

Let us show you how, through our Co-op Action Plan — you can earn retail rates and use any of a wide variety of formats . . . have invoices directed to meet your program's specific needs.

Our co-op department will work with your local representative in planning effective, localized advertising with impact that will bring more business through your dealer's front door.

Our Co-op Action Plan is big and it's proven. It has helped many sales managers build a more aggressive, stronger and profitable dealer organization.

For details on how it can work for you, call our man Bill Born, collect at (414) 224-2471.

Ask about Target Marketing

It's our program that delivers your preprinted inserts into the homes of selected, computer identified prospects — and does so for 1/3 the cost of direct mail!

If you do coupon promotions, we have exceptional know-how in a coupon-crazy market. Our experience is yours to maximize promotion effectiveness.

Call now or mail OUR coupon for fast facts.

The Milwaukee Journal adsC

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Please send me the brochure on Co-op Action Plan ______

and I'd also like data on: Target Marketing ______

and coupon promotions . . . ______

Name ______ Title ______

Company ______

Phone ______

Address ______

City ______ State ______ Zip ______

Member Million Market Newspapers, Inc.: New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco, Philadelphia, The Leonard Co., Miami, Mexico City

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE	S&MM ESTIMATES 1978									% Hslds Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
W.VA. (cont.)										
BLUEFIELD (Mercer) . . . **20 - 49%** VA.: Bland, Tazewell.	124.1	43.2	698,312	393,895	87,218	57,745	20,279	89,899	9,618	53.3
CHARLESTON (Kanawha) . . . **Over 50%** Putnam; **20 - 49%** Boone, Braxton, Clay, Fayette, Greenbrier, Jackson, Nicholas, Pocahontas, Roane.	480.7	167.9	2,857,405	1,487,936	364,735	169,545	68,611	341,426	39,400	61.1
CLARKSBURG (Harrison) . . . **20 - 49%** Barbour, Doddridge, Gilmer, Lewis.	130.1	46.5	654,583	367,684	111,919	38,628	18,050	66,099	13,256	54.9
HUNTINGTON-ASHLAND (Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	335.6	117.3	1,860,874	1,178,673	305,244	170,378	60,221	227,362	40,520	63.1
PARKERSBURG-MARIETTA (Wood; OHIO: Washington) . . . **Over 50%** W.VA.: Pleasants; **20 - 49%** W.VA.: Calhoun, Ritchie, Wirt.	182.0	62.8	1,049,791	678,861	155,697	101,796	31,678	54,280	19,469	58.2
WHEELING (Ohio) . . . **Over 50%** Marshall, Wetzel; **20 - 49%** OHIO: Belmont; W.VA.: Brooke, Tyler.	245.1	87.7	1,499,071	943,214	215,160	113,822	61,965	183,549	20,094	48.6
WISCONSIN										
APPLETON-OSHKOSH (Outagamie, Winnebago) . . . **20 - 49%** Calumet, Green Lake, Waupaca, Waushara.	371.2	122.5	2,257,888	1,388,330	305,501	200,702	53,581	330,745	28,464	62.6
DULUTH-SUPERIOR (MINN.: St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca.	357.4	127.6	2,091,259	1,366,574	240,699	229,208	47,474	230,194	30,485	52.8
EAU CLAIRE (Eau Claire) . . . **20 - 49%** Buffalo, Chippewa, Dunn, Pepin, Trempealeau.	206.9	68.1	1,104,476	696,865	142,099	73,577	29,403	149,933	16,258	43.7
GREEN BAY (Brown) . . . **20 - 49%** Door, Kewaunee, Oconto.	249.6	81.4	1,494,333	851,949	168,435	132,249	37,823	197,435	13,888	63.1
JANESVILLE-BELOIT (Rock) . . . **20 - 49%** Walworth.	205.4	69.0	1,397,566	784,164	165,258	102,461	28,711	192,168	18,174	40.1
KENOSHA (Kenosha)	128.1	44.0	961,837	439,808	90,358	67,707	17,716	85,833	9,944	70.4
LA CROSSE (La Crosse) . . . **20 - 49%** MINN.: Houston; WIS.: Monroe, Vernon.	166.8	56.7	883,192	589,578	126,468	74,350	31,685	110,146	16,453	54.0
MADISON (Dane) . . . **20 - 49%** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk.	559.0	195.6	3,772,458	2,193,086	452,017	244,964	79,866	532,246	49,559	50.8
MILWAUKEE (Milwaukee) . . . **Over 50%** Ozaukee, Waukesha; **20 - 49%** Price, Washington.	1,430.4	495.3	10,465,778	5,822,601	1,094,826	979,987	307,160	1,238,372	155,742	81.1
RACINE (Racine)	176.4	60.5	1,224,549	635,214	141,604	84,223	33,576	145,863	15,768	63.3
SHEBOYGAN (Sheboygan) . . . **20 - 49%** Calumet.	129.5	44.2	828,150	410,394	83,831	74,688	13,268	98,069	9,183	64.5
WAUSAU (Marathon) . . . **20 - 49%** Lincoln.	134.5	44.6	827,578	445,651	87,284	54,197	22,092	102,435	7,640	60.6
WYOMING										
CASPER (Natrona) . . . **20 - 49%** Converse, Fremont, Hot Springs, Johnson, Niobrara, Platte, Sublette, Teton, Weston.	153.0	53.2	1,022,291	636,090	123,406	50,393	26,094	127,208	18,747	46.0

COVER THE MADISON ADI
and South Central Wisconsin at savings up to 10%

▥ Madison Newspapers Coverage Area
■ Madison ADI

Discounts Available

13-Page 5% | 20-Page 7½% | 52-Page 10%

Madison Newspapers, the morning Wisconsin State Journal and The Capital Times in the afternoon reach 53% of ADI adults daily and 67% on Sunday. No other medium reaches as many people every day, and now you can reach them at a discount.

For best advertising results in South Central Wisconsin put it in the newspaper. Among the 361,000 ADI adults, 47% are not watching TV during prime time and the 53% who are are fragmented among one public and three network stations plus numerous cable options offering a wide variety of programming. Reach South Central Wisconsin in Madison Newspapers, covering 194,000 ADI adults daily and 233,000 on Sunday.

TOTAL ADULT READERS
Daily 232,000 Sunday 288,000

For details call:
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Advertisement

"Videocom showed me a film about industrial fuses. Quite frankly, it scared the hell out of me!"

Looking for the most effective way to introduce an important new product? You're in good company. Ask George Carlisle, Compugraphic's Marketing Manager, Industrial Graphics Division:

"Initially, I wasn't sure that Videocom could project the excitement we needed for a new product introduction. Then, they showed me a film they'd done for Gould industrial fuses. I said, if you can make industrial fuses move me, then you've got to be good. Quite frankly, that film scared the hell out of me! I vowed after seeing that movie that if I ever had anything to do with industrial fuses in my entire life, I was going to go to Gould. If Videocom could do that with fuses, our product is going to be a piece of cake.

"We had never used film to sell a specific product before. But this product is radically different. It's a display ad mark-up terminal for the newspaper industry. We call it the AdVantage. We needed something that could, in about ten minutes, put the product across even more effectively than a hands-on demonstration.

"For us, it was a fantastic education just to see all the detail that went into creating an eleven-minute film. First of all, Videocom forced us to organize our thinking . . . to think more about the project, outline our objectives, and analyze exactly what we wanted to accomplish.

"The Videocom people are thorough professionals. They took the burden off me, and took care of all the details by thinking way ahead and anticipating any problems. Being a manager, I was really impressed with the way Videocom's people reacted to each other. There was an air of professionalism, of discipline, and there was no fooling around. There were night meetings, and an around-the-clock shooting schedule . . . it didn't make any difference what time it was, the professionalism was always there.

"The final cost was between $15,000 and $20,000. It seemed like a great deal of money at the time, but it's paid us back a hundred times over. Not only in the number of AdVantages that we sold, but in peripheral equipment, in enhancing our image in the newspaper industry, and as a sales training tool and personnel recruitment tool. Most important, there's nothing that gets a sales force more excited than a good sales tool that sells a product and makes a lot of money for them. When you talk about benefits like that, the decision to do the film and use Videocom was a good one."

VIDEOCOM

VIDEOCOM, INC. 502 SPRAGUE STREET, DEDHAM
MASSACHUSETTS 02026 TELEPHONE (617) 329-4080

"It was a fantastic education to see all the detail that went into creating an eleven-minute film."

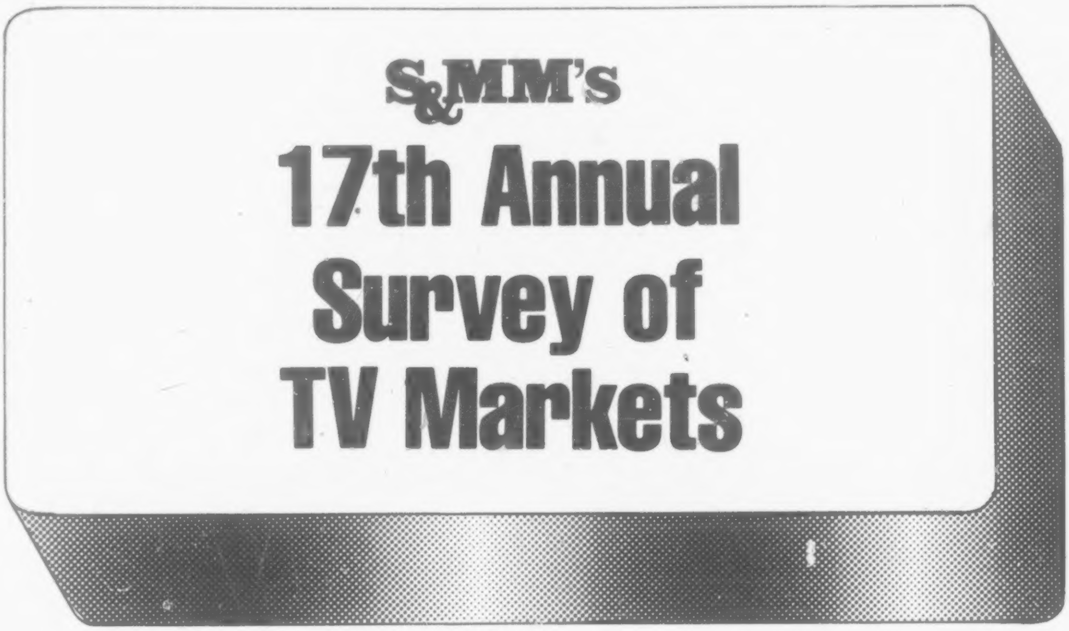
"There's nothing that gets a sales force more excited than a good sales tool that sells a product and makes a lot of money for them."

"It seemed like a great deal of money, but the film has paid for itself a hundred times over."

Ad set with Compugraphic type faces ITC Times Roman and English Times Italic

Section E

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.



S&MM's

17th Annual Survey of TV Markets

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978										Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
ALABAMA											
ANNISTON	115.6	38.5	19.3	566,852	329,874	67,065	63,480	15,362	63,136	11,381	.0424
BIRMINGHAM	1,257.5	437.9	308.9	7,114,200	4,768,393	1,016,523	619,244	193,842	1,076,738	134,538	.5364
DOTHAN	277.1	94.5	62.7	1,345,383	854,649	196,171	96,907	36,836	199,565	26,386	.1034
HUNTSVILLE-DECATUR-FLORENCE	593.6	199.2	75.5	3,280,389	2,149,417	435,436	321,155	74,352	516,614	56,851	.2469
MOBILE-PENSACOLA	1,081.5	349.1	257.6	5,721,146	3,825,680	893,649	543,951	160,153	839,417	104,017	.4378
MONTGOMERY	459.8	152.1	174.8	2,362,039	1,496,541	333,882	232,687	51,421	348,497	45,062	.1787
SELMA	56.9	18.2	29.4	231,432	171,345	52,372	21,308	6,111	23,416	4,129	.0195
TUSCALOOSA	129.3	39.8	32.1	698,893	460,071	92,568	80,616	17,842	88,850	14,076	.0529
ALASKA											
ANCHORAGE	231.1	71.5	8.5	1,932,973	1,318,693	277,119	161,120	37,256	169,742	44,236	.1364

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ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 11.9, Callahan 3.8, Coke 1.1, Coleman 4.2, Concho 0.9, Eastland 7.4, Fisher 2.4, Haskell 2.8, Jones 6.6, King 0.2, McCulloch 3.0, Menard 1.0, Mitchell 2.8, Nolan 5.7, Runnels 4.5, San Saba 2.2, Shackelford 1.2, Stonewall 0.9, Sutton 1.4, Taylor 35.9. Tot. Hslds.: 105,300.

ALBANY, GA.— Atkinson 1.5, Baker 1.0, Ben Hill 4.9, Berrien 4.0, Coffee 7.0, Colquitt 10.3, Cook 3.7, Crisp 5.7, Dougherty 26.7, Irwin 2.6, Lanier 1.6, Lee 2.9, Mitchell 5.3, Telfair 3.5, Tift 9.3, Turner 2.7, Wilcox 2.2, Worth 5.0. Tot. Hslds.: 112,200.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.1, N.Y.: Albany 23.0, Columbia 4.6, Fulton 4.8, Greene 3.3, Hamilton 0.4, Montgomery 4.8, Rensselaer 11.5, Saratoga 10.6, Schenectady 12.5, Schoharie 2.2, Warren 4.4, Washington 4.1, VT.: Bennington 2.6. Tot. Hslds.: 449,700.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.1, COLO.: Archuleta 0.4, Conejos 0.7, Costilla 0.4, Dolores 0.2, La Plata 3.0, Montezuma 1.9, Rio Grande 1.2, Saguache 0.4, N.M.: Bernalillo 48.2, Colfax 1.7, Grant 2.9, Guadalupe 0.6, Harding 0.2, Lincoln 1.4, Los Alamos 1.9, McKinley 5.3, Mora 0.6, Rio Arriba 2.8, Sandoval 2.2, San Miguel 2.3, Santa Fe 7.6, Sierra 1.4, Socorro 1.1, Taos 2.3, Torrance 0.9, Valencia 5.3. Tot. Hslds.: 290,400.

ALEXANDRIA, LA.— Avoyelles 18.6, Grant 7.7, Rapides 57.5, Vernon 16.2. Tot. Hslds.: 67,300.

ALEXANDRIA, MINN.— Beltrami 12.0, Big Stone 3.3, Cass 9.2, Crow Wing 17.9, Douglas 11.1, Grant 3.0, Hubbard 5.8, Lac qui Parle 4.6, Pope 4.9, Stevens 4.2, Swift 5.5, Todd 10.3, Traverse 2.6, Wadena 5.6. Tot. Hslds.: 85,600.

ALPENA, MICH.— Alpena 100.0. Tot. Hslds.: 11,200.

AMARILLO, TEX.— KANS.: Morton 0.7, N.M.: Curry 9.0, Quay 2.6, Union 1.2, OKLA.: Cimarron 0.9, Ellis 1.2, Roger Mills 1.0, Texas 4.0, TEX.: Armstrong 0.6, Briscoe 0.5, Carson 1.5, Castro 1.7, Childress 1.8, Collingsworth 1.2, Cottle 0.7, Dallam 1.3, Deaf Smith 3.4, Donley 0.9, Gray 6.0, Hall 1.3, Hansford 1.3, Hartley 0.6, Hemphill 1.0, Hutchinson 6.2, Lipscomb 0.9, Moore 3.0, Ochiltree 1.9, Oldham 0.4, Parmer 1.6, Potter 21.9, Randall 15.1, Roberts 0.2, Sherman 0.8, Swisher 2.1, Wheeler 1.5. Tot. Hslds.: 163,700.

ANCHORAGE, ALASKA— Anchorage 82.4, Kenai - Cook Inlet 9.0, Matanuska-Susitna 7.4, Seward 1.3. Tot. Hslds.: 71,500.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 38,500.

ARDMORE-ADA, OKLA.— Atoka 5.8, Bryan 17.2, Carter 25.7, Choctaw 9.6, Coal 3.6, Johnston 5.8, Marshall 5.9, Pontotoc 20.2, Pushmataha 6.2. Tot. Hslds.: 65,800.

ATLANTA, GA.— ALA.: Cherokee 0.7, Cleburne 0.5, GA.: Baldwin 0.8, Banks 0.3, Barrow 0.7, Bartow 1.4, Butts 0.4, Carroll 2.0, Cherokee 1.5, Clarke 2.6, Clayton 4.8, Cobb 9.3, Coweta 1.3, Dawson 0.2, De Kalb 16.7, Douglas 1.7, Fayette 0.7, Floyd 3.0, Forsyth 0.8, Fulton 22.8, Gilmer 0.4, Gordon 1.0, Greene 0.4, Gwinnett 4.8, Habersham 0.9, Hall 2.6, Haralson 0.7, Heard 0.2, Henry 1.0, Jackson 0.9, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Meriwether 0.7, Monroe 0.4, Morgan 0.3, Newton 1.1, Oconee 0.4, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.2, Putnam 0.3, Rabun 0.4, Rockdale 1.1, Spalding 1.8, Towns 0.2, Troup 1.7, Union 0.3, Upson 0.9, Walton 1.1, White 0.3, N.C.: Clay 0.2. Tot. Hslds.: 928,300.

AUGUSTA, GA.— Burke 3.5, Columbia 6.4, Emanuel 4.3, Glascock 0.4, Hancock 1.7, Jefferson 3.2, Jenkins 1.8, Johnson 1.5, Lincoln 1.2, McDuffie 3.5, Richmond 29.0, Screven 2.6, Taliaferro 0.4, Treutlen 1.2, Warren 1.1, Wilkes 2.1, S.C.: Aiken 19.8, Allendale 2.0, Bamberg 3.1, Barnwell 3.7, Edgefield 3.0, McCormick 1.5, Saluda 3.0. Tot. Hslds.: 163,600.

AUSTIN, TEX.— Bastrop 4.0, Blanco 0.9, Burnet 3.3, Caldwell 3.4, Hays 5.3, Lee 1.9, Llano 2.0, Mason 0.7, Travis 68.7, Williamson 9.7. Tot. Hslds.: 195,300.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 104,000.

BALTIMORE, MD.— Anne Arundel 14.3, Baltimore 28.0, Baltimore city 35.7, Caroline 1.0, Carroll 3.8, Cecil 2.1, Dorchester 1.4, Harford 5.9, Howard 4.6, Kent 0.8, Queen Annes 1.0, Talbot 1.3. Tot. Hslds.: 802,100.

BANGOR, MAINE— Hancock 12.8, Knox 10.4, Penobscot 38.8, Piscataquis 5.4, Somerset 13.5, Waldo 8.2, Washington 10.8. Tot. Hslds.: 116,800.

BATON ROUGE, LA.— Ascension 6.6, Assumption 2.9, East Baton Rouge 56.1, East Feliciana 1.9, Iberville 4.4, Livingston 7.7, Pointe Coupee 3.2, St. Helena 1.3, St. Mary 8.8, West Baton Rouge 2.7, West Feliciana 0.8, MISS.: Amite 2.0, Wilkinson 1.5. Tot. Hslds.: 202,600.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 8.3, Jasper 6.0, Jefferson 58.8, Newton 2.8, Orange 18.9, Sabine 1.8, Tyler 3.5. Tot. Hslds.: 152,700.

BELLINGHAM, WASH.— Whatcom 100.0. Tot. Hslds.: 34,300.

BILLINGS, MONT.— Big Horn 5.1, Carbon 5.4, Garfield 1.0, Golden Valley 0.6, Musselshell 3.0, Petroleum 0.5, Rosebud 6.0, Stillwater 3.0, Sweet Grass 2.1, Treasure 0.6, Wheatland 1.3, Yellowstone 59.7, WYO.: Park 11.7. Tot. Hslds.: 63,000.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.8, Stone 5.2. Tot. Hslds.: 50,100.

BINGHAMTON, N.Y.— Broome 52.6, Chenango 11.2, Delaware 11.5, Tioga 11.2, PA.: Bradford 13.5. Tot. Hslds.: 148,800.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.9, Chilton 2.4, Clay 1.2, Coosa 0.9, Cullman 4.8, Etowah 7.9, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 53.0, Marion 2.3, Perry 0.9, St. Clair 2.9, Shelby 4.3, Talladega 5.3, Walker 2.4, Winston 1.7. Tot. Hslds.: 437,900.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.7, Tazewell 13.0, W.VA.: Fayette [illegible], Greenbrier 9.3, McDowell 12.8, Mercer 18.7, Monroe 3.2, Raleigh [illegible], Summers 4.3. Tot. Hslds.: 129,300.

BOISE, IDA.— Ada 41.5, Adams 0.9, Blaine 2.7, Boise 0.6, Camas 0.2, Canyon 21.1, Elmore 5.3, Gem 3.1, Owyhee 2.0, Payette 4.7, Valley 1.3, Washington 2.6, ORE.: Baker 4.8, Grant 2.3, Malheur 6.8. Tot. Hslds.: 128,200.

BOSTON, MASS.— Barnstable 3.0, Dukes 0.2, Essex 12.2, Middlesex 25.6, Nantucket 0.1, Norfolk 11.2, Plymouth 7.2, Suffolk 14.6, Worcester 12.0, N.H.: Cheshire 1.1, Hillsborough 4.9, Merrimack 1.7, Rockingham 3.2, Strafford 1.5, Sullivan 0.7, VT.: Windham 0.7. Tot. Hslds.: 1,828,500.

BOWLING GREEN, KY.— Adair 15.4, Edmonson 9.8, Metcalfe 9.5, Warren 65.3. Tot. Hslds.: 33,700.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 3.6, Perry 3.6, N.C.: Avery 1.8, TENN.: Carter 6.4, Greene 7.0, Hawkins 5.1, Johnson 1.9, Sullivan 19.2, Unicoi 2.4, Washington 11.3, VA.: Bristol 3.0, Buchanan 4.1, Dickenson 2.5, Lee 4.0, Norton 0.6, Russell 3.6, Scott 3.5, Smyth 4.3, Washington 5.8, Wise 6.2. Tot. Hslds.: 251,300.

BUFFALO, N.Y.— Allegany 2.7, Cattaraugus 4.7, Chautauqua 8.5, Erie 59.7, Genesee 3.3, Niagara [illegible], Orleans 2.1, Wyoming 2.0, PA.: McKean 3.0, Potter 1.0. Tot. Hslds.: 635,000.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.9, Essex 6.4, Franklin 7.7, VT.: Addison 4.3, Caledonia 4.7, Chittenden 18.6, Franklin 5.8, Grand Isle 0.7, Lamoille 2.7, Orange 3.7, Orleans 4.1, Rutland 10.1, Washington 9.0, Windsor 9.2. Tot. Hslds.: 196,000.

CASPER-RIVERTON, WYO.— Big Horn 8.1, Converse 7.4, Fremont 21.0, Johnson 4.9, Natrona 42.4, Niobrara 2.3, Sublette 3.4, Washakie 5.9, Weston 4.5. Tot. Hslds.: 52,800.

CEDAR RAPIDS-WATERLOO, IOWA— Allamakee 2.0, Benton 3.2, Black Hawk 17.3, Bremer 3.1, Buchanan 2.8, Butler 2.5, Cedar 2.5, Chickasaw 2.0, Clayton 2.9, Delaware 2.4, Fayette 3.6, Grundy 2.0, Iowa 2.0, Johnson 10.6, Jones 2.5, Keokuk 2.2, Linn 22.4, Tama 2.8, Washington 2.5, Winneshiek 2.5, WISC.: Grant 6.1. Tot. Hslds.: 280,400.

CHARLESTON, S.C.— Berkeley 14.6, Charleston 52.3, Colleton 6.2, Dorchester 9.6, Georgetown 7.4, Hampton 3.6, Williamsburg 6.4. Tot. Hslds.: 157,600.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.8, Carter 1.7, Elliott 0.4, Floyd 2.9, Greenup 2.3, Johnson 1.6, Knott 1.1, Lawrence 0.9, Lewis 0.9, Magoffin 0.8, Martin 0.7, Morgan 0.7, Pike 4.7, OHIO: Athens 3.0, Gallia 2.1, Jackson 2.1, Lawrence 4.5, Meigs 1.6, Morgan 0.9, Pike 1.4, Scioto 6.1, Vinton 0.7, Washington 4.2, W.VA.: Boone 2.0, Braxton 1.0, Cabell 8.2, Calhoun 0.6, Clay 0.7, Jackson 1.6, Kanawha 17.1, Lincoln 1.4, Logan 3.3, Mason 1.8, Mingo 2.4, Nicholas 1.8, Putnam 2.3, Roane 1.1, Wayne 2.9, Wirt 0.3, Wyoming 2.2. Tot. Hslds.: 483,800.

CHARLOTTE, N.C.— Alexander 1.3, Anson 1.4, Ashe 1.3, Burke 3.9, Cabarrus 5.2, Caldwell 3.7, Catawba 6.4, Cleveland 4.8, Gaston 9.8, Iredell 5.0, Lincoln 2.4, Mecklenburg 23.9, Montgomery 1.2, Richmond 2.6, Rowan 6.2, Stanly 3.0, Union 3.9, Watauga 1.7, S.C.: Chester 1.8, Chesterfield 2.0, Lancaster 2.7, York 5.7. Tot. Hslds.: 852,200.

CHARLOTTESVILLE-HARRISONBURG, VA.— Albemarle 17.4, Augusta 17.8, Charlottesville 16.0, Harrisonburg 6.5, Rockingham 18.8, Staunton 8.0, Waynesboro 6.3, W.VA.: Grant 3.1, Hardy 3.5, Pendleton 2.6. Tot. Hslds.: 96,900.

CHATTANOOGA, TENN.— ALA.: De Kalb 6.2, Jackson 6.0, GA.: Catoosa 4.1, Chattooga 2.7, Dade 1.4, Fannin 1.7, Murray 2.0, Walker 6.4, Whitfield 7.0, N.C.: Cherokee 2.1, TENN.: Bledsoe 1.0, Bradley 7.1, Grundy 1.5, Hamilton 37.8, McMinn 4.8, Marion 2.5, Meigs 0.8, Polk 1.5, Rhea 2.6, Sequatchie 0.8. Tot. Hslds.: 295,400.

CHEYENNE, WYO.— COLO.: Sedgwick 2.9, NEB.: Banner 1.0, Deuel 2.1, Morrill 4.8, Scotts Bluff 28.0, WYO.: Goshen 10.2, Laramie 51.0. Tot. Hslds.: 48,200.

CHICAGO, ILL.— Cook 66.2, De Kalb 0.8, Du Page 6.1, Grundy 0.4, Iroquois 0.4, Kane 3.1, Kankakee 1.1, Kendall 0.4, Lake 4.3, La Salle 1.3, Livingston 0.5, McHenry 1.5, Will 3.4, IND.: Jasper 0.3, Lake 6.1, La Porte 1.2, Newton 0.2, Porter 1.2, WISC.: Kenosha 1.5. Tot. Hslds.: 2,862,900.

CHICO-REDDING, CALIF.— Butte 43.8, Glenn 6.3, Modoc 3.0, Shasta 32.1, Tehama 11.1, Trinity 3.8. Tot. Hslds.: 118,500.

CINCINNATI, OHIO— IND.: Dearborn 1.7, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.4, KY.: Boone 1.9, Bracken 0.4, Campbell 4.2, Carroll 0.5, Gallatin 0.2, Grant 0.7, Harrison 0.8, Kenton 6.8, Mason 0.9, Owen 0.5, Pendleton 0.6, Robertson 0.1, OHIO: Adams 1.3, Brown 1.6, Butler 12.9, Clermont 5.6, Hamilton 48.6, Highland 1.8, Warren 4.3. Tot. Hslds.: 852,100.

CLARKSBURG-WESTON, W.VA.— Barbour 7.0, Doddridge 3.1, Gilmer 3.2, Harrison 34.8, Lewis 7.8, Pleasants 3.0, Randolph 11.2, Ritchie 4.8, Taylor 7.1, Tucker 3.5, Upshur 9.9, Webster 4.6. Tot. Hslds.: 83,100.

CLEVELAND, OHIO— Ashland 1.1, Ashtabula 2.5, Carroll 0.6, Coshocton 0.9, Crawford 1.3, Cuyahoga 40.9, Erie 1.9, Geauga 1.6, Holmes 0.5, Huron 1.2, Lake 4.9, Lorain 6.4, Medina 2.5, Portage 2.9, Richland 3.2, Stark 9.6, Summit 13.6, Tuscarawas 2.1, Wayne 2.2. Tot. Hslds.: 1,365,600.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 1.1, Bent 1.2, Cheyenne 0.4, Crowley 0.6, Custer 0.3, El Paso 51.9, Fremont 5.4, Huerfano 1.3, Kiowa 0.5, Las Animas 3.3, Lincoln 1.0, Mineral 0.2, Otero 4.9, Prowers 2.6, Pueblo 23.7, Teller 1.5. Tot. Hslds.: 185,500.

COLUMBIA, S.C.— Calhoun 1.8, Clarendon 4.0, Fairfield 3.0, Kershaw 5.9, Lee 2.6, Lexington 21.6, Orangeburg 12.0, Richland 36.6, Sumter 12.5. Tot. Hslds.: 199,100.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 7.2, Boone 22.0, Callaway 6.5, Chariton 2.7, Cole 13.4, Cooper 4.2, Howard 2.8, Maries 1.8, Miller 4.7, Moniteau 3.1, Morgan 3.7, Osage 2.9, Pettis 10.1, Phelps 8.1, Randolph 6.7. Tot. Hslds.: 137,000.

COLUMBUS, GA.— ALA.: Barbour 5.4, Chambers 8.1, Lee 14.6, Randolph 4.1, Russell 9.2, GA.: Calhoun 1.3, Chattahoochee 1.1, Clay 0.7, Columbus 34.9, Harris 2.4, Macon 2.3, Marion 1.3, Quitman 0.4, Randolph 1.9, Schley 0.5, Stewart 1.0, Sumter 5.[illegible], Talbot 0.9, Taylor 1.5, Terrell 2.2, Webster 0.5. Tot. Hslds.: 161,500.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.5, Pickens 5.2, MISS.: Calhoun 3.9, Chickasaw 4.2, Choctaw 2.3, Clay 4.7, Grenada 5.0, Itawamba 4.4, Lee 13.9, Lowndes 12.6, Monroe 8.7, Montgomery 2.9, Noxubee 3.0, Oktibbeha 7.4, Prentiss 5.6, Tishomingo 4.7, Webster 2.5, Winston 4.7. Tot. Hslds.: 137,300.

COLUMBUS, OHIO— Delaware 3.4, Fairfield 5.7, Fayette 1.8, Franklin 59.2, Hocking 1.5, Knox 2.8, Licking 7.5, Madison 1.9, Marion 4.3, Morrow 1.6, Perry 1.9, Pickaway 2.8, Ross 3.9, Union 1.9. Tot. Hslds.: 527,000.

CORPUS CHRISTI, TEX.— Aransas 3.1, Bee 5.3, Brooks 1.7, Duval 2.7, Jim Hogg 1.0, Jim Wells [illegible], Kenedy 0.1, Kleberg 7.1, Nueces 57.8, Refugio 2.2, San Patricio 11.6. Tot. Hslds.: 138,300.

DALLAS-FT. WORTH, TEX.— OKLA.: Love 0.2, TEX.: Anderson 1.1, Bosque 0.5, Collin 3.3, Comanche 0.4, Cooke 0.8, Dallas 44.5, Delta 0.2, Denton 3.0, Ellis 1.6, Erath 0.6, Fannin 0.8, Franklin 0.2, Freestone 0.4, Grayson 2.8, Hamilton 0.3, Henderson 1.0, Hill 0.8, Hood 0.4, Hopkins 0.7, Hunt 1.5, Jack 0.2, Johnson 1.9, Kaufman 1.0, Lamar 1.3, Limestone 0.6, Mills 0.2, Navarro 1.0, Palo Pinto 0.8, Parker 1.0, Rains 0.2, Rockwall 0.3, Somervell 0.2, Stephens 0.3, Tarrant 23.5, Van Zandt 0.9, Wise 0.7, Wood 0.8. Tot. Hslds.: 1,173,[illegible].

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.4, Carroll 2.3, Henderson 1.0, Henry 6.8, Jo Daviess 2.5, Knox 7.4, Lee 3.7, Mercer 2.2, Rock Island 19.8, Warren 2.5, Whiteside 7.3, IOWA: Clinton 6.7, Des Moines 5.5, Henry 2.1, Jackson 2.4, Louisa 1.3, Muscatine 4.7, Scott 17.3. Tot. Hslds.: 305,000.

DAYTON, OHIO— IND.: Wayne 5.8, OHIO: Auglaize 3.1, Champaign 2.5, Clark 11.1, Clinton 2.4, Darke 4.0, Greene 8.7, Logan 2.9, Mercer 2.6, Miami 6.8, Montgomery 44.6, Preble 2.7, Shelby 2.8. Tot. Hslds.: 458,700.

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DENVER, COLO.— Adams 9.6, Alamosa 0.5, Arapahoe 11.3, Boulder 8.6, Chaffee 0.6, Clear Creek 0.2, Denver 27.4, Douglas 0.9, Eagle 0.6, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.3, Gunnison 0.4, Jackson 0.1, Jefferson 15.6, Kit Carson 0.4, Lake 0.4, Larimer 6.3, Logan 1.0, Moffat 0.5, Morgan 1.1, Park 0.3, Phillips 0.3, Pitkin 0.6, Rio Blanco 0.3, Routt 0.6, Summit 0.3, Washington 0.3, Weld 5.2, Yuma 0.5, NEB.: Cheyenne 0.5, Dawes 0.4, Keith 0.5, Kimball 0.3, WYO.: Albany 1.3, Carbon 0.9, Platte 0.5. Tot. Hslds.: 749,400.

DES MOINES, IOWA— Adair 1.1, Appanoose 1.8, Boone 2.8, Calhoun 1.5, Carroll 2.1, Clarke 1.0, Dallas 2.9, Decatur 1.0, Franklin 1.5, Greene 1.4, Guthrie 1.5, Hamilton 1.9, Hardin 2.4, Humboldt 1.2, Jasper 3.8, Lucas 1.2, Madison 1.4, Mahaska 2.4, Marion 2.9, Marshall 4.5, Monroe 1.0, Pocahontas 1.2, Polk 31.3, Poweshiek 2.0, Ringgold 0.7, Story 6.5, Union 1.5, Wapello 4.4, Warren 3.1, Wayne 1.1, Webster 4.7, Wright 1.7, MO.: Mercer 0.5. Tot. Hslds.: 347,100.

DETROIT, MICH.— Lapeer 1.3, Livingston 1.8, Macomb 13.4, Monroe 2.6, Oakland 20.0, St. Clair 2.8, Sanilac 0.9, Washtenaw 5.2, Wayne 52.1. Tot. Hslds.: 1,617,200.

DOTHAN, ALA.— Coffee 13.5, Dale 14.7, Geneva 9.4, Henry 5.5, Houston 27.4, FLA.: Holmes 5.4, Jackson 14.6, GA.: Early 4.6, Miller 1.9, Seminole 3.0. Tot. Hslds.: 94,500.

DUBUQUE, IOWA— Dubuque 100.0. Tot. Hslds.: 28,800.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.7, MINN.: Aitkin 3.2, Carlton 5.8, Cook 0.9, Itasca 8.5, Koochiching 3.7, Lake 2.9, St. Louis 46.8, WISC.: Ashland 3.5, Bayfield 2.9, Douglas 9.7, Iron 1.6, Sawyer 2.9, Washburn 2.9. Tot. Hslds.: 171,300.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 45.0, CALIF.: Imperial 55.0. Tot. Hslds.: 54,200.

EL PASO, TEX.— N.M.: Dona Ana 14.5, Luna 3.0, Otero 7.4, TEX.: El Paso 74.5, Hudspeth 0.6. Tot. Hslds.: 177,100.

ELMIRA, N.Y.— Chemung 41.1, Steuben 42.7, PA.: Tioga 16.2. Tot. Hslds.: 83,800.

ERIE, PA.— Crawford 21.6, Erie 66.8, Warren 11.6. Tot. Hslds.: 134,900.

EUGENE, ORE.— Coos 15.2, Douglas 20.7, Lane 64.1. Tot. Hslds.: 146,500.

EUREKA, CALIF.— Del Norte 11.8, Humboldt 76.7, ORE.: Curry 11.5. Tot. Hslds.: 52,400.

EVANSVILLE, IND.— ILL.: Edwards 1.4, Gallatin 1.3, Wabash 2.5, Wayne 3.2, White 3.0, IND.: Dubois 4.4, Gibson 5.2, Perry 2.6, Pike 2.3, Posey 3.5, Spencer 2.6, Vanderburgh 25.6, Warrick 5.6, KY.: Daviess 12.3, Hancock 1.1, Henderson 6.0, Hopkins 7.4, McLean 1.8, Ohio 3.5, Union 2.3, Webster 2.6. Tot. Hslds.: 222,700.

FARGO, N.D.— MINN.: Becker 5.0, Clay 7.7, Clearwater 1.5, Kittson 1.3, Lake of the Woods 0.7, Mahnomen 0.9, Marshall 2.5, Norman 1.9, Otter Tail 9.1, Pennington 2.7, Polk 6.3, Red Lake 0.8, Roseau 2.1, Wilkin 1.4, N.D.: Barnes 2.4, Benson 1.3, Cass 14.4, Cavalier 1.8, Dickey 1.3, Eddy 0.6, Foster 0.7, Grand Forks 10.4, Griggs 0.8, La Moure 1.2, Nelson 1.0, Pembina 1.9, Ramsey 2.2, Ransom 1.2, Richland 3.7, Sargent 1.0, Steele 0.7, Stutsman 4.0, Towner 0.7, Traill 1.7, Walsh 2.9. Tot. Hslds.: 202,900.

FARMINGTON, N.M.— San Juan 100.0. Tot. Hslds.: 23,600.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 20,900.

FLINT-SAGINAW-BAY CITY, MICH.— Alcona 0.9, Arenac 1.2, Bay 9.6, Clare 2.1, Genesee 37.0, Gladwin 1.5, Gratiot 3.2, Huron 3.0, Iosco 2.5, Isabella 3.8, Midland 5.6, Ogemaw 1.3, Saginaw 15.0, Shiawassee 5.8, Tuscola 4.3. Tot. Hslds.: 406,700.

FLORENCE, S.C.— N.C.: Scotland 10.7, S.C.: Darlington 20.7, Dillon 9.7, Florence 36.7, Marion 11.9, Marlboro 10.3. Tot. Hslds.: 87,300.

FT. MYERS-NAPLES, FLA.— Charlotte 16.8, Collier 21.0, Glades 1.4, Hendry 4.2, Lee 56.6. Tot. Hslds.: 135,000.

FT. SMITH, ARK.— Crawford 10.8, Franklin 4.1, Scott 3.3, Sebastian 30.3, Washington 29.8, OKLA.: Le Flore 12.7, Sequoyah 8.9. Tot. Hslds.: 110,800.

FT. WAYNE, IND.— Adams 4.3, Allen 48.0, De Kalb 5.1, Huntington 5.9, Jay 4.1, Noble 5.5, Steuben 4.1, Wabash 6.0, Wells 4.1, Whitley 4.2, OHIO: Paulding 3.2, Van Wert 5.3. Tot. Hslds.: 203,500.

FRESNO, CALIF.— Fresno 49.7, Kings 7.2, Madera 5.5, Mariposa 1.2, Merced 12.9, Tulare 23.5. Tot. Hslds.: 329,700.

GAINESVILLE, FLA.— Alachua 81.2, Dixie 4.2, Gilchrist 3.8, Levy 10.8. Tot. Hslds.: 55,400.

GRAND JUNCTION, COLO.— Delta 18.1, Hinsdale 0.7, Mesa 58.8, Montrose 17.4, Ouray 1.8, San Juan 0.7, San Miguel 2.5. Tot. Hslds.: 44,200.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 4.7, Barry 2.8, Branch 2.5, Calhoun 9.6, Ionia 3.0, Kalamazoo 13.4, Kent 26.1, Mecosta 2.2, Montcalm 3.2, Muskegon 10.1, Newaygo 2.0, Oceana 1.4, Ottawa 8.9, St. Joseph 3.7, Van Buren 4.3. Tot. Hslds.: 517,600.

GREAT FALLS, MONT.— Blaine 3.9, Cascade 45.3, Chouteau 3.8, Fergus 7.4, Glacier 5.2, Hill 9.4, Judith Basin 1.5, Liberty 1.2, Meagher 1.2, Phillips 3.2, Pondera 3.8, Teton 3.5, Toole 3.3, Valley 7.3. Tot. Hslds.: 66,000.

GREEN BAY, WISC.— MICH.: Alger 1.0, Delta 4.2, Dickinson 3.0, Menominee 2.9, Schoolcraft 1.0, WISC.: Brown 17.0, Calumet 2.7, Door 2.7, Fond du Lac 8.8, Green Lake 2.0, Kewaunee 2.0, Manitowoc 8.6, Marinette 4.2, Menominee 0.2, Oconto 3.0, Outagamie 12.5, Shawano 3.8, Waupaca 4.6, Waushara 1.8, Winnebago 13.7. Tot. Hslds.: 327,900.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 8.8, Alleghany 0.9, Caswell 1.5, Davidson 9.0, Davie 2.0, Forsyth 20.7, Guilford 26.7, Randolph 7.5, Rockingham 6.7, Stokes 2.5, Surry 5.0, Wilkes 4.7, Yadkin 2.5, VA.: Patrick 1.4. Tot. Hslds.: 402,900.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.9, Bertie 4.0, Carteret 7.7, Craven 12.5, Edgecombe 10.1, Greene 2.6, Hyde 1.1, Jones 1.7, Lenoir 11.6, Martin 4.7, Onslow 16.7, Pamlico 2.1, Pitt 14.7, Washington 2.6. Tot. Hslds.: 173,800.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 0.9, Hart 1.1, Madison 1.0, Oglethorpe 0.5, Stephens 1.6, N.C.: Buncombe 11.0, Graham 0.4, Haywood 3.0, Henderson 3.8, Jackson 1.5, McDowell 2.3, Macon 1.4, Madison 1.1, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.7, Transylvania 1.3, Yancey 0.9, S.C.: Abbeville 1.4, Anderson 8.1, Cherokee 2.8, Greenville 17.8, Greenwood 3.5, Laurens 3.1, Newberry 2.0, Oconee 3.1, Pickens 4.3, Spartanburg 12.3, Union 2.1. Tot. Hslds.: 528,700.

GREENWOOD-GREENVILLE, MISS.— Bolivar 31.3, Carroll 5.9, Leflore 29.3, Sunflower 21.1, Tallahatchie 12.5. Tot. Hslds.: 44,100.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.4, Cumberland 13.1, Dauphin 18.5, Juniata 1.3, Lancaster 26.3, Lebanon 7.5, Mifflin 3.5, Perry 2.6, York 22.8. Tot. Hslds.: 462,100.

HARTFORD-NEW HAVEN, CONN.— Hartford 37.4, Litchfield 7.1, Middlesex 5.7, New Haven 34.9, New London 10.5, Tolland 4.4. Tot. Hslds.: 771,000.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 14,900.

HOUSTON, TEX.— Austin 0.6, Brazoria 4.1, Calhoun 0.5, Chambers 0.5, Colorado 0.6, Fayette 0.7, Fort Bend 2.4, Galveston 6.5, Grimes 0.4, Harris 73.6, Jackson 0.4, Liberty 1.4, Matagorda 1.0, Montgomery 3.1, Polk 0.6, San Jacinto 0.3, Trinity 0.3, Walker 0.9, Waller 0.4, Washington 0.7, Wharton 1.1. Tot. Hslds.: 1,087,700.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 9.1, Franklin 5.2, Lauderdale 13.3, Lawrence 4.8, Limestone 7.2, Madison 29.8, Marshall 11.1, Morgan 15.1, TENN.: Lincoln 4.5. Tot. Hslds.: 199,200.

IDAHO FALLS-POCATELLO, IDA.— Bannock 22.7, Bingham 11.9, Bonneville 22.1, Butte 1.0, Cassia 7.1, Clark 0.6, Custer 1.3, Fremont 3.8, Jefferson 5.2, Lemhi 2.6, Madison 4.6, Minidoka 7.2, Power 2.4, Teton 0.8, WYO.: Lincoln 4.3, Teton 2.6. Tot. Hslds.: 89,100.

INDIANAPOLIS, IND.— Bartholomew 2.8, Blackford 0.7, Boone 1.6, Brown 0.5, Carroll 0.8, Cass 1.8, Clinton 1.5, Decatur 1.1, Delaware 5.6, Fountain 0.9, Grant 3.8, Hamilton 3.4, Hancock 1.9, Hendricks 2.8, Henry 2.5, Howard 4.1, Jennings 0.8, Johnson 3.1, Madison 6.4, Marion 36.1, Miami 1.7, Monroe 4.2, Montgomery 1.6, Morgan 2.1, Owen 0.7, Putnam 1.2, Randolph 1.4, Rush 0.9, Shelby 1.8, Tipton 0.7, Warren 0.3, White 1.1. Tot. Hslds.: 755,600.

JACKSON, MISS.— Adams 4.8, Attala 2.7, Claiborne 1.3, Copiah 3.2, Franklin 1.1, Hinds 30.2, Holmes 2.6, Humphreys 1.5, Issaquena 0.3, Jefferson 0.9, Jefferson Davis 1.6, Lawrence 1.5, Leake 2.5, Lincoln 3.6, Madison 8.8, Pike 4.6, Rankin 7.0, Scott 2.8, Sharkey 0.9, Simpson 2.7, Smith 1.8, Warren 6.5, Washington 8.0, Yazoo 3.5. Tot. Hslds.: 258,600.

JACKSON, TENN.— Carroll 20.2, Hardin 14.5, Henderson 14.3, Madison 51.1. Tot. Hslds.: 51,100.

JACKSONVILLE, FLA.— Baker 1.1, Bradford 1.6, Clay 5.4, Columbia 3.1, Duval 60.2, Nassau 3.1, Putnam 4.9, St. Johns 4.8, Suwannee 2.1, Union 0.7, GA.: Brantley 0.8, Camden 1.1, Charlton 0.6, Clinch 0.6, Glynn 4.9, Pierce 1.1, Ware 3.8. Tot. Hslds.: 332,200.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.0, Blair 18.4, Cambria 24.8, Cameron 1.0, Centre 12.9, Clearfield 10.8, Clinton 5.0, Elk 4.5, Forest 0.7, Huntingdon 5.0, Somerset 11.0. Tot. Hslds.: 263,700.

JONESBORO, ARK.— Clay 11.8, Craighead 33.9, Greene 17.3, Lawrence 11.7, Randolph 9.7, Sharp 7.6, MO.: Ripley 8.0. Tot. Hslds.: 66,000.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 14.6, KANS.: Allen 3.8, Bourbon 4.3, Cherokee 5.5, Crawford 9.4, Labette 6.3, Neosho 4.5, Wilson 3.1, Woodson 1.1, MO.: Barton 2.8, Jasper 20.1, McDonald 3.6, Newton 8.6, Vernon 4.5, OKLA.: Ottawa 7.8. Tot. Hslds.: 161,[illegible].

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 1.0, Brown 0.7, Doniphan 0.5, Douglas 3.4, Franklin 1.2, Jefferson 0.8, Johnson 12.8, Leavenworth 2.6, Linn 0.6, Miami 1.2, Wyandotte 9.9, MO.: Andrew 0.8, Bates 1.0, Caldwell 0.6, Carroll 0.7, Cass 2.5, Clay 7.1, Clinton 0.6, Daviess 0.5, De Kalb 0.4, Gentry 0.5, Grundy 0.7, Henry 1.2, Jackson 37.5, Johnson 1.7, Lafayette 1.7, Linn 1.0, Livingston 0.9, Platte 2.1, Ray 1.0, St. Clair 0.6, Saline 1.3. Tot. Hslds.: 657,700.

KNOXVILLE, TENN.— KY.: Bell 3.0, Clay 1.7, Harlan 3.8, Knox 2.6, Laurel 3.0, Leslie 1.1, McCreary 1.3, Wayne 1.5, Whitley 3.0, TENN.: Anderson 6.2, Blount 7.1, Campbell 3.1, Claiborne 2.4, Cocke 2.5, Cumberland 2.4, Fentress 1.2, Grainger 1.6, Hamblen 4.2, Hancock 0.6, Jefferson 2.7, Knox 28.7, Loudon 2.6, Monroe 2.4, Morgan 1.3, Roane 4.2, Scott 1.5, Sevier 3.5, Union 1.0. Tot. Hslds.: 368,900.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.9, Winona 10.2, WISC.: Buffalo 3.3, Chippewa 10.4, Crawford 3.7, Eau Claire 16.9, Jackson 3.7, Juneau 4.8, La Crosse 20.3, Monroe 7.6, Rusk 3.5, Trempealeau 5.8, Vernon 5.9. Tot. Hslds.: 150,800.

LAFAYETTE, IND.— Benton 9.1, Tippecanoe 90.9. Tot. Hslds.: 40,700.

LAFAYETTE, LA.— Acadia 10.9, Allen 4.1, Evangeline 6.9, Iberia 12.9, Jefferson Davis 6.2, Lafayette 26.8, St. Landry 16.0, St. Martin 6.5, Vermilion 9.7. Tot. Hslds.: 157,300.

LAKE CHARLES, LA.— Beauregard 14.1, Calcasieu 81.2, Cameron 4.7. Tot. Hslds.: 64,500.

LANSING, MICH.— Clinton 8.7, Eaton 13.5, Hillsdale 7.2, Ingham 45.8, Jackson 24.7. Tot. Hslds.: 203,800.

LAREDO, TEX.— Webb 93.0, Zapata 7.0. Tot. Hslds.: 27,000.

LAS VEGAS, NEV.— Clark 99.2, Lincoln 0.8. Tot. Hslds.: 137,400.

LAUREL-HATTIESBURG, MISS.— Covington 6.2, Forrest 28.6, Jasper 6.9, Jones 27.3, Lamar 8.8, Marion 10.7, Perry 4.1, Wayne 7.4. Tot. Hslds.: 75,800.

LEXINGTON, KY.— Anderson 1.9, Bath 1.5, Bourbon 3.1, Boyle 3.8, Breathitt 2.3, Casey 2.1, Clark 4.3, Estill 2.1, Fayette 30.1, Fleming 1.9, Garrard 1.5, Jackson 1.5, Jessamine 3.0, Lee 1.1, Lincoln 2.9, Madison 6.9, Menifee 0.6, Mercer 2.9, Montgomery 2.8, Nicholas 1.1, Owsley 0.8, Powell 1.3, Pulaski 7.2, Rockcastle 1.8, Rowan 2.1, Russell 1.9, Scott 3.1, Wolfe 1.0, Woodford 2.8. Tot. Hslds.: 220,800.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 36,200.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 2.2, Jewell 1.0, Phillips 1.4, Republic 1.5, Smith 1.0, Washington 1.6, NEB.: Adams 4.9, Antelope 1.5, Boone 1.3, Brown 0.6, Buffalo 5.0, Chase 0.7, Clay 1.4, Custer 2.3, Dawson 3.6, Fillmore 1.3, Franklin 0.8, Frontier 0.6, Furnas 1.1, Garfield 0.5, Gosper 0.3, Greeley 0.5, Hall 7.5, Hamilton 1.4, Harlan 0.8, Hayes 0.2, Holt 2.0, Howard 1.1, Jefferson 1.8, Kearney 1.1, Lancaster 28.9, Loup 0.2, Merrick 1.3, Nance 0.8, Nuckolls 1.0, Perkins 0.6, Phelps 1.7, Platte 4.2, Polk 1.0, Rock 0.3, Saline 2.3, Sherman 0.7, Thayer 1.3, Valley 1.0, Webster 1.0, Wheeler 0.1, York 2.4. Tot. Hslds.: 230,900.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.2, Calhoun 0.5, Clark 2.0, Cleburne 1.5, Cleveland 0.7, Conway 2.2, Dallas 0.9, Desha 1.4, Drew 1.4, Faulkner 3.2, Garland 6.7, Grant 1.1, Hot Spring 2.2, Independence 2.4, Jackson 2.0, Jefferson 7.0, Johnson 1.5, Lincoln 0.9, Logan 1.7, Lonoke 2.7, Monroe 1.3, Montgomery 0.7, Ouachita 2.6, Perry 0.7, Pike 0.8, Polk 1.5, Pope 3.2, Prairie 1.0, Pulaski 30.0, Saline 3.9, Searcy 0.8, Stone 0.7, Van Buren 1.0, White 4.3, Woodruff 1.0, Yell 1.6. Tot. Hslds.: 396,700.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

Angeles 87.5, Orange 16.8, Riverside (western portion) 4.3, San Bernardino (western portion) 6.8, Ventura 4.0. Tot. Hslds.: 4,102,800.

LOUISVILLE, KY.— IND.: Clark 6.1, Crawford 0.7, Floyd 4.2, Harrison 1.8, Jackson 2.5, Jefferson 1.9, Lawrence 3.1, Orange 1.3, Scott 1.3, Washington 1.4. KY.: Breckinridge 1.2, Bullitt 2.4, Franklin 2.9, Grayson 1.5, Green 0.8, Hardin 4.3, Hart 1.2, Henry 0.9, Jefferson 50.1, Larue 0.9, Marion 1.0, Meade 1.1, Nelson 1.5, Oldham 1.4, Shelby 1.5, Spencer 0.4, Taylor 1.4, Trimble 0.4, Washington 0.7. Tot. Hslds.: 477,700.

LUBBOCK, TEX.— N.M.: De Baca 0.7, Roosevelt 4.3. TEX.: Bailey 1.6, Borden 0.3, Cochran 1.0, Crosby 1.9, Dawson 3.9, Dickens 1.0, Floyd 2.6, Gaines 2.5, Garza 1.4, Hale 8.2, Hockley 4.8, Kent 0.3, Lamb 4.3, Lubbock 49.0, Lynn 2.1, Motley 0.5, Scurry 4.5, Terry 3.2, Yoakum 1.8. Tot. Hslds.: 145,400.

MACON, GA.— Bibb 38.8, Bleckley 3.0, Crawford 1.6, Dodge 4.7, Dooly 3.0, Houston 18.9, Jones 4.3, Laurens 9.6, Peach 5.1, Pulaski 2.4, Twiggs 1.9, Washington 4.4, Wilkinson 2.5. Tot. Hslds.: 124,000.

MADISON, WISC.— Columbia 8.6, Dane 64.5, Green 6.1, Iowa 3.7, Lafayette 3.3, Marquette 2.3, Richland 3.2, Sauk 8.2. Tot. Hslds.: 176,400.

MANKATO, MINN.— IOWA: Emmet 13.5. MINN.: Blue Earth 46.6, Jackson 14.0, Martin 25.9. Tot. Hslds.: 37,100.

MARQUETTE, MICH.— Baraga 5.3, Houghton 24.8, Iron 12.0, Keweenaw 2.3, Marquette 45.3, Ontonagon 7.9. WISC.: Florence 2.4. Tot. Hslds.: 53,200.

MCALLEN-BROWNSVILLE, TEX.— Cameron 42.2, Hidalgo 50.3, Starr 4.0, Willacy 3.5. Tot. Hslds.: 129,700.

MEDFORD, ORE.— CALIF.: Siskiyou 13.6. ORE.: Jackson 44.2, Josephine 20.2, Klamath 19.7, Lake 2.4. Tot. Hslds.: 108,200.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.1, Lee 1.0, Mississippi 3.7, Phillips 2.2, Poinsett 1.6, St. Francis 1.8. MISS.: Alcorn 2.0, Benton 0.4, Coahoma 2.2, De Soto 2.9, Lafayette 1.6, Marshall 1.3, Panola 1.6, Pontotoc 1.3, Quitman 0.8, Tate 1.1, Tippah 1.3, Tunica 0.6, Union 1.4, Yalobusha 0.8. MO.: Dunklin 2.5, Pemiscot 1.6. TENN.: Chester 0.8, Crockett 1.0, Dyer 2.2, Fayette 1.2, Gibson 3.2, Hardeman 1.2, Haywood 1.2, Lauderdale 1.4, McNairy 1.4, Shelby 46.9, Tipton 1.8. Tot. Hslds.: 541,400.

MERIDIAN, MISS.— ALA.: Choctaw 9.0, Marengo 11.7, Sumter 7.7. MISS.: Clarke 8.1, Kemper 4.6, Lauderdale 38.0, Neshoba 11.5, Newton 9.5. Tot. Hslds.: 67,700.

MIAMI, FLA.— Broward 38.8, Dade 59.3, Monroe 1.9. Tot. Hslds.: 944,100.

MILES CITY-GLENDIVE, MONT.— Custer 45.7, Dawson 36.2, Fallon 12.4, Prairie 5.7. Tot. Hslds.: 10,500.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 54.7, Ozaukee 3.3, Racine 9.2, Sheboygan 5.4, Walworth 3.5, Washington 3.9, Waukesha 12.9. Tot. Hslds.: 655,700.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.9, Benton 0.7, Brown 1.0, Carver 1.2, Chippewa 0.6, Chisago 0.8, Cottonwood 0.6, Dakota 5.9, Goodhue 1.4, Hennepin 33.5, Isanti 0.7, Kanabec 0.5, Kandiyohi 1.2, Le Sueur 0.8, Lyon 0.8, McLeod 1.0, Meeker 0.8, Mille Lacs 0.7, Morrison 0.9, Nicollet 0.7, Pine 0.7, Ramsey 16.0, Redwood 0.7, Renville 0.8, Rice 1.4, Scott 1.3, Sherburne 1.0, Sibley 0.6, Stearns 2.9, Steele 1.1, Wabasha 0.7, Waseca 0.6, Washington 3.4, Watonwan 0.5, Wright 1.7, Yellow Medicine 0.5. WISC.: Barron 1.4, Burnett 0.5, Dunn 1.1, Pepin 0.3, Pierce 1.0, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 966,100.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 1.1, McCone 0.7, Richland 2.9, Roosevelt 2.7, Sheridan 1.7, Wibaux 0.4. N.D.: Adams 1.1, Billings 0.3, Bottineau 2.1, Burke 1.1, Burleigh 13.9, Divide 1.2, Dunn 1.1, Emmons 1.5, Golden Valley 0.6, Grant 1.3, Hettinger 1.3, Kidder 1.0, Logan 1.0, McHenry 2.3, McIntosh 1.5, McKenzie 1.4, McLean 3.4, Mercer 1.9, Morton 6.3, Mountrail 2.2, Oliver 0.7, Pierce 1.7, Renville 1.0, Rolette 2.8, Sheridan 0.9, Sioux 0.6, Slope 0.3, Stark 4.6, Ward 15.8, Wells 1.9, Williams 5.5. S.D.: Campbell 0.7, Corson 1.0, Dewey 1.5, McPherson 1.2, Perkins 1.4, Walworth 2.1. Tot. Hslds.: 125,900.

MISSOULA-BUTTE, MONT.— Beaverhead 3.1, Broadwater 1.3, Deer Lodge 4.8, Flathead 16.2, Gallatin 14.1, Granite 1.0, Jefferson 2.3, Lake 6.3, Madison 2.1, Mineral 1.5, Missoula 23.1, Powell 2.5, Ravalli 7.2, Silver Bow 14.6. Tot. Hslds.: 103,100.

MOBILE-PENSACOLA, ALA.— Baldwin 7.0, Clarke 2.7, Conecuh 1.5, Escambia 3.4, Mobile 33.1, Monroe 2.0, Washington 1.5. FLA.: Escambia 21.9, Okaloosa 9.7, Santa Rosa 4.9. MISS.: George 1.3, Greene 0.9, Jackson 10.1. Tot. Hslds.: 349,100.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.2, Chicot 3.4, Union 10.1. LA.: Caldwell 1.9, Catahoula 2.2, Concordia 3.9, East Carroll 2.1, Franklin 4.5, Jackson 3.6, La Salle 3.3, Lincoln 7.0, Madison 2.9, Morehouse 6.5, Ouachita 27.7, Richland 4.2, Tensas 1.6, Union 3.9, West Carroll 2.7, Winn 3.5. Tot. Hslds.: 164,900.

MONTGOMERY, ALA.— Autauga 6.0, Bullock 2.3, Butler 4.7, Covington 8.7, Crenshaw 3.6, Elmore 8.5, Lowndes 2.5, Macon 5.6, Montgomery 41.2, Pike 5.5, Tallapoosa 8.5, Wilcox 2.8. Tot. Hslds.: 152,100.

NASHVILLE, TENN.— KY.: Allen 0.9, Barren 1.9, Butler 0.7, Christian 3.7, Clinton 0.5, Cumberland 0.4, Logan 1.4, Monroe 0.7, Muhlenberg 2.0, Simpson 1.0, Todd 0.7, Trigg 0.5. TENN.: Bedford 1.6, Benton 0.8, Cannon 0.7, Cheatham 1.0, Clay 0.4, Coffee 2.2, Davidson 28.8, Decatur 0.6, De Kalb 0.8, Dickson 1.7, Franklin 1.7, Giles 1.5, Henry 1.8, Hickman 0.9, Houston 0.4, Humphreys 0.9, Jackson 0.6, Lawrence 2.1, Lewis 0.6, Macon 0.9, Marshall 1.2, Maury 2.8, Montgomery 4.4, Moore 0.3, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.6, Robertson 2.1, Rutherford 4.3, Smith 0.9, Stewart 0.6, Sumner 4.5, Trousdale 0.3, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 2.9, Wilson 3.0. Tot. Hslds.: 576,200.

NEW ORLEANS, LA.— Jefferson 26.5, Lafourche 4.1, Orleans 39.1, Plaquemines 1.4, St. Bernard 3.6, St. Charles 1.9, St. James 0.9, St. John the Baptist 1.4, St. Tammany 5.6, Tangipahoa 4.4, Terrebonne 4.8, Washington 2.7. MISS.: Hancock 1.2, Pearl River 1.8, Walthall 0.8. Tot. Hslds.: 530,600.

NEW YORK, N.Y.— CONN.: Fairfield 4.4. N.J.: Bergen 4.6, Essex 4.6, Hudson 3.2, Hunterdon 0.4, Middlesex 2.7, Monmouth 2.4, Morris 1.9, Ocean 1.7, Passaic 2.5, Somerset 1.0, Sussex 0.5, Union 2.7. N.Y.: Bronx 7.4, Dutchess 1.2, Kings 13.5, Nassau 6.8, New York (Manhattan) 10.7, Orange 1.3, Putnam 0.4, Queens 11.8, Richmond 1.7, Rockland 1.1, Suffolk 5.9, Sullivan 0.4, Ulster 0.8, Westchester 4.4. PA.: Pike 0.1. Tot. Hslds.: 6,541,600.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.8, Dare 0.9, Gates 0.6, Hertford 1.6, Northampton 1.6, Pasquotank 2.2, Perquimans 0.6, Tyrrell 0.3. VA.: Chesapeake 8.0, Franklin city 0.6, Gloucester 1.5, Hampton 9.6, Isle of Wight 1.4, James City 1.4, Mathews 0.7, Middlesex 0.6, Newport News 10.7, Norfolk 20.1, Northampton 1.3, Poquoson 0.7, Portsmouth 8.5, Southampton 1.3, Suffolk 3.5, Surry 0.4, Virginia Beach 16.6, Williamsburg 0.7, York 2.3. Tot. Hslds.: 443,800.

NORTH PLATTE, NEB.— Arthur 1.3, Blaine 1.9, Hooker 1.9, Lincoln 89.2, Logan 1.9, McPherson 1.3, Thomas 2.5. Tot. Hslds.: 15,700.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 2.2. TEX.: Andrews 3.6, Brewster 2.2, Crane 1.3, Crockett 1.3, Culberson 0.8, Ector 33.3, Glasscock 0.3, Howard 10.9, Jeff Davis 0.4, Loving 0.1, Martin 1.3, Midland 23.2, Pecos 4.0, Presidio 1.3, Reagan 1.1, Reeves 4.1, Terrell 0.4, Upton 1.5, Ward 3.6, Winkler 3.0. Tot. Hslds.: 113,000.

OKLAHOMA CITY, OKLA.— Alfalfa 0.7, Beckham 1.4, Blaine 1.0, Caddo 2.4, Canadian 3.5, Cleveland 7.5, Custer 1.8, Dewey 0.5, Garfield 5.0, Garvin 2.1, Grady 3.1, Grant 0.6, Greer 0.7, Harper 0.4, Kay 4.2, Kingfisher 1.1, Lincoln 1.8, Logan 1.8, McClain 1.6, Major 0.7, Murray 0.8, Noble 0.9, Oklahoma 41.9, Payne 4.6, Pottawatomie 4.2, Seminole 2.3, Washita 1.1, Woods 0.8, Woodward 1.4. Tot. Hslds.: 498,000.

OMAHA, NEB.— IOWA: Adams 0.7, Audubon 1.0, Cass 1.9, Crawford 2.1, Fremont 1.0, Harrison 1.8, Mills 1.4, Montgomery 1.6, Page 2.3, Pottawattamie 8.8, Shelby 1.5, Taylor 1.0. MO.: Atchison 1.0. NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.2, Cuming 1.3, Dodge 3.9, Douglas 43.6, Gage 2.5, Johnson 0.6, Nemaha 0.9, Otoe 1.8, Pawnee 0.4, Richardson 1.3, Sarpy 7.0, Saunders 2.0, Seward 1.5, Washington 1.7. Tot. Hslds.: 334,900.

ORLANDO-DAYTONA BEACH, FLA.— Brevard 17.3, Flagler 0.6, Lake 7.7, Marion 7.8, Orange 32.1, Osceola 3.4, Seminole 10.9, Sumter 1.5, Volusia 18.8. Tot. Hslds.: 480,000.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.5, Jefferson 18.8, Van Buren 11.8. MO.: Adair 30.9, Putnam 9.4, Schuyler 7.3, Sullivan 10.4. Tot. Hslds.: 28,800.

PADUCAH-CAPE GIRARDEAU-HARRISBURG, KY.— ILL.: Alexander 1.8, Franklin 6.3, Hamilton 1.2, Hardin 0.7, Jackson 6.5, Johnson 1.2, Massac 1.9, Pope 0.6, Pulaski 1.3, Saline 4.0, Union 2.2, Williamson 7.2. KY.: Ballard 1.2, Caldwell 1.8, Calloway 3.8, Carlisle 0.8, Crittenden 1.3, Fulton 1.2, Graves 4.3, Hickman 0.8, Livingston 1.2, Lyon 0.7, McCracken 8.0, Marshall 3.0. MO.: Bollinger 1.6, Butler 4.9, Cape Girardeau 6.4, Carter 0.6, Mississippi 1.9, New Madrid 2.8, Scott 4.5, Stoddard 3.7, Wayne 1.4. TENN.: Lake 0.8, Obion 4.5, Weakley 3.9. Tot. Hslds.: 288,900.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 48,300.

PANAMA CITY, FLA.— Bay 59.1, Calhoun 5.3, Franklin 5.2, Gulf 6.2, Liberty 2.7, Walton 12.8, Washington 8.7. Tot. Hslds.: 56,300.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 31,700.

PEORIA, ILL.— Cass 2.5, Fulton 7.6, Logan 4.5, McLean 18.8, Marshall 2.2, Mason 3.4, Peoria 33.7, Putnam 1.0, Stark 1.3, Tazewell 20.2, Woodford 4.7. Tot. Hslds.: 223,500.

PHILADELPHIA, PA.— DEL.: Kent 1.3, New Castle 5.7. N.J.: Atlantic 3.0, Burlington 4.3, Camden 6.6, Cape May 1.2, Cumberland 1.9, Gloucester 2.6, Mercer 4.5, Salem 0.9, Warren 1.2. PA.: Berks 4.7, Bucks 6.2, Chester 4.0, Delaware 8.0, Lehigh 4.0, Monroe 0.9, Montgomery 8.8, Northampton 3.3, Philadelphia 26.9. Tot. Hslds.: 2,425,300.

PHOENIX, ARIZ.— Gila 2.0, Greenlee 0.7, Maricopa 81.6, Mohave 2.6, Navajo 2.8, Pinal 4.8, Yavapai 3.8. CALIF.: Riverside (eastern portion) 1.2, San Bernardino (eastern portion) 0.5. Tot. Hslds.: 579,000.

PITTSBURGH, PA.— MD.: Garrett 0.8. PA.: Allegheny 45.7, Armstrong 2.3, Beaver 6.1, Butler 4.0, Clarion 1.2, Fayette 4.7, Greene 1.2, Indiana 2.4, Jefferson 1.5, Lawrence 3.1, Venango 1.9, Washington 6.6, Westmoreland 11.3. W.VA.: Brooke 0.9, Hancock 1.2, Marion 2.1, Monongalia 2.1, Preston 0.8. Tot. Hslds.: 1,153,900.

PORTLAND, ORE.— Benton 3.1, Clackamas 10.8, Clatsop 1.7, Columbia 1.7, Crook 0.7, Deschutes 2.7, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.7, Linn 4.3, Marion 9.4, Multnomah 31.2, Polk 2.2, Sherman 0.1, Tillamook 1.0, Wasco 1.1, Washington 10.4, Wheeler 0.1, Yamhill 2.4. WASH.: Clark 8.6, Cowlitz 3.7, Klickitat 0.7, Skamania 0.3, Wahkiakum 0.2. Tot. Hslds.: 709,500.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.6, Cumberland 25.0, Franklin 3.0, Kennebec 12.2, Lincoln 3.2, Oxford 5.7, Sagadahoc 3.3, York 15.4. N.H.: Belknap 4.9, Carroll 3.2, Coos 4.3, Grafton 7.3. VT.: Essex 0.8. Tot. Hslds.: 287,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 30,000.

PROVIDENCE, R.I.— CONN.: Windham 6.4. MASS.: Bristol 32.1. R.I.: Bristol 2.9, Kent 9.7, Newport 5.1, Providence 38.7, Washington 5.1. Tot. Hslds.: 521,400.

QUINCY-HANNIBAL, ILL.— Adams 22.0, Brown 2.2, Hancock 7.1, McDonough 10.4, Pike 6.6, Schuyler 2.7, Scott 2.2. IOWA: Lee 13.2. MO.: Clark 2.7, Knox 1.8, Lewis 3.4, Macon 5.8, Marion 9.6, Monroe 3.2, Ralls 2.8, Scotland 2.0, Shelby 2.7. Tot. Hslds.: 116,100.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 14.6, Durham 10.9, Franklin 1.9, Granville 2.0, Halifax 3.6, Harnett 3.9, Hoke 1.1, Johnston 4.8, Lee 2.4, Moore 3.0, Nash 4.7, Orange 5.0, Person 1.9, Sampson 3.3, Vance 2.4, Wake 20.9, Warren 1.2, Wayne 6.0, Wilson 4.2. Tot. Hslds.: 482,200.

RAPID CITY, S.D.— MONT.: Carter 0.7, Powder River 1.1. NEB.: Box Butte 4.9, Garden 1.7, Grant 0.5, Sheridan 3.2, Sioux 0.8. N.D.: Bowman 1.4. S.D.: Bennett 1.2, Butte 3.8, Custer 2.6, Fall River 4.1, Haakon 1.4, Harding 0.7, Jackson 0.7, Lawrence 7.6, Meade 7.0, Pennington 30.8, Shannon 2.5, Washabaugh 0.6, Ziebach 1.1. WYO.: Campbell 8.2, Crook 2.2, Sheridan 11.1. Tot. Hslds.: 83,200.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 8.1, Lassen 6.1, Mono 2.4, Placer (eastern portion) 2.4. NEV.: Carson City 8.9, Churchill 3.7, Douglas 4.5, Esmeralda 0.2, Humboldt 2.1, Lander 1.0, Lyon 3.0, Mineral 2.0, Nye 1.7, Pershing 1.0, Storey 0.2, Washoe 52.2. Tot. Hslds.: 123,100.

RICHMOND, VA.— Amelia 0.8, Brunswick 1.4, Buckingham 1.1, Caroline 1.6, Charles City 0.5, Chesterfield 11.8, Colonial Heights 2.0, Cumberland 0.7, Dinwiddie 1.9, Emporia 0.6, Essex 0.8, Fluvanna 1.0, Goochland 1.0, Greene 0.7, Greensville 1.0, Hanover 5.1, Henrico 19.2, Hopewell 2.6, King and Queen 0.6, King William 0.8, Lancaster 1.1, Louisa 1.7, Lunenburg 1.2, New Kent 0.7, Northumberland 1.1, Nottoway 1.4, Orange 1.8, Petersburg 4.5, Powhatan 1.0, Prince Edward 1.5, Prince George 1.6, Richmond 0.7, Richmond city 25.5, Sussex 1.0. Tot. Hslds.: 332,200.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.2, Amherst 2.4, Appomattox 1.1, Bath 0.6, Bedford 3.1, Bedford city 0.7, Botetourt 2.3, Buena Vista 0.6, Campbell 4.4, Carroll 2.5, Charlotte 1.2, Clifton Forge 0.6, Covington 1.0, Craig 0.5, Danville 4.9, Floyd 1.1, Franklin 3.0, Galax 0.8, Giles 1.8, Grayson 1.7, Halifax 2.7, Henry 5.4, Highland 0.3, Lexington 0.8, Lynchburg 6.8, Martinsville 1.7, Mecklenburg 2.9, Montgomery 5.8, Nelson 1.1, Pittsylvania 5.9, Pulaski 3.2, Radford 1.2, Roanoke 7.0, Roanoke city 11.5, Rockbridge 1.6, Salem 2.5, South Boston 0.8, Wythe 2.4. W.VA.: Pocahontas 1.0. Tot. Hslds.: 342,900.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.6, Ontario 9.1, Wayne 8.6. Tot. Hslds.: 330,100.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.3, Floyd 5.6, Hancock 3.9, Howard 3.0, Kossuth 5.9, Mitchell 3.0, Winnebago 3.9, Worth 2.4, MINN.: Dodge 3.3, Faribault 5.4, Fillmore 6.2, Freeborn 10.1, Mower 10.8, Olmsted 23.3. Tot. Hslds.: 134,500.

ROCKFORD, ILL.— Boone 5.5, Ogle 8.6, Stephenson 9.8, Winnebago 49.7, WISC.: Rock 26.4. Tot. Hslds.: 174,000.

ROSWELL, N.M.— Chaves 35.0, Eddy 32.7, Lea (northern portion) 32.3. Tot. Hslds.: 50,800.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.0, Colusa 0.7, Contra Costa (eastern portion) 4.7, El Dorado (western portion) 2.7, Nevada 2.5, Placer (western portion) 4.8, Plumas 0.8, Sacramento 38.2, San Joaquin 14.6, Sierra 0.2, Solano (eastern portion) 5.1, Stanislaus 12.3, Sutter 2.5, Tuolumne 1.6, Yolo 5.2, Yuba 2.2. Tot. Hslds.: 722,400.

ST. JOSEPH, MO.— Buchanan 67.1, Harrison 8.6, Holt 6.1, Nodaway 15.5, Worth 2.7. Tot. Hslds.: 48,900.

ST. LOUIS, MO.— ILL.: Bond 0.5, Calhoun 0.2, Clinton 1.0, Fayette 0.8, Greene 0.6, Jefferson 1.4, Jersey 0.7, Macoupin 1.8, Madison 8.6, Marion 1.6, Monroe 0.6, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 9.7, Washington 0.6, MO.: Crawford 0.6, Franklin 2.2, Gasconade 0.5, Iron 0.4, Jefferson 4.0, Lincoln 0.7, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.7, Reynolds 0.2, St. Charles 3.9, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 32.0, St. Louis city 19.1, Warren 0.5, Washington 0.5. Tot. Hslds.: 992,600.

SALINAS-MONTEREY, CALIF.— Monterey 52.3, San Benito 4.7, Santa Cruz 43.0. Tot. Hslds.: 163,200.

SALISBURY, MD.— DEL.: Sussex 39.6, MD.: Somerset 8.3, Wicomico 26.2, Worcester 11.6, VA.: Accomack 14.3. Tot. Hslds.: 84,400.

SALT LAKE CITY, UTAH— IDA.: Bear Lake 0.6, Caribou 0.6, Franklin 0.7, Oneida 0.3, MONT.: Park 1.1, NEV.: Elko 1.3, Eureka 0.1, White Pine 0.7, UTAH: Beaver 0.3, Box Elder 2.2, Cache 3.6, Carbon 1.7, Daggett 0.1, Davis 7.3, Duchesne 0.9, Emery 0.7, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.4, Kane 0.2, Millard 0.6, Morgan 0.4, Piute 0.1, Rich 0.1, Salt Lake 40.0, San Juan 0.7, Sanpete 1.1, Sevier 1.1, Summit 0.5, Tooele 1.7, Uintah 1.3, Utah 11.5, Wasatch 0.5, Washington 1.4, Wayne 0.1, Weber 10.1, WYO.: Hot Springs 0.5, Sweetwater 3.1, Uinta 0.7. Tot. Hslds.: 444,200.

SAN ANGELO, TEX.— Irion 1.3, Schleicher 3.0, Sterling 1.3, Tom Green 94.4. Tot. Hslds.: 30,500.

SAN ANTONIO, TEX.— Atascosa 1.5, Bandera 0.6, Bexar 69.8, Comal 2.6, De Witt 1.7, Dimmit 0.7, Edwards 0.2, Frio 0.9, Gillespie 1.0, Goliad 0.4, Gonzales 1.4, Guadalupe 3.2, Karnes 1.0, Kendall 0.8, Kerr 2.2, Kimble 0.4, Kinney 0.2, La Salle 0.4, Lavaca 1.6, Live Oak 0.6, McMullen 0.1, Maverick 1.4, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.3, Wilson 1.1, Zavala 0.7. Tot. Hslds.: 425,900.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 667,000.

SAN FRANCISCO, CALIF.— Alameda 23.0, Contra Costa (western portion) 10.0, Lake 0.7, Marin 4.5, Mendocino 1.2, Napa 1.9, San Francisco 16.4, San Mateo 11.9, Santa Clara 23.1, Solano (western portion) 1.9, Sonoma 5.4. Tot. Hslds.: 1,910,600.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 33.8, Santa Barbara 66.2. Tot. Hslds.: 160,800.

SAVANNAH, GA.— Appling 3.3, Bacon 2.0, Bryan 1.8, Bulloch 7.5, Candler 1.5, Chatham 41.9, Effingham 3.3, Evans 1.9, Jeff Davis 2.4, Liberty 4.4, Long 0.7, McIntosh 1.8, Montgomery 1.2, Tattnall 3.2, Toombs 4.8, Wayne 4.1, Wheeler 1.2, S.C.: Beaufort 10.3, Jasper 2.7. Tot. Hslds.: 152,600.

SEATTLE-TACOMA, WASH.— Clallam 1.7, Grays Harbor 2.6, Island 1.5, Jefferson 0.6, King 50.2, Kitsap 5.0, Kittitas (western portion) 0.2, Lewis 2.1, Mason 1.0, Pacific 0.7, Pierce 16.4, San Juan 0.3, Skagit 2.2, Snohomish 11.0, Thurston 4.4. Tot. Hslds.: 914,700.

SELMA, ALA.— Dallas 100.0. Tot. Hslds.: 18,200.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.3, Hempstead 1.9, Howard 1.3, Lafayette 0.9, Little River 1.0, Miller 3.1, Nevada 1.0, Sevier 1.2, LA.: Bienville 1.5, Bossier 6.0, Caddo 21.9, Claiborne 1.4, De Soto 2.0, Natchitoches 2.9, Red River 0.8, Sabine 1.7, Webster 3.7, OKLA.: McCurtain 3.3, TEX.: Bowie 7.1, Camp 0.8, Cass 2.5, Gregg 8.1, Harrison 4.1, Marion 0.7, Morris 1.2, Nacogdoches 3.7, Panola 1.8, Red River 1.4, Rusk 3.7, San Augustine 0.8, Shelby 2.0, Titus 1.9, Upshur 2.4. Tot. Hslds.: 387,000.

SIOUX CITY, IOWA— Buena Vista 5.1, Cherokee 3.8, Clay 4.7, Dickinson 3.4, Ida 2.1, Monona 3.1, O'Brien 4.2, Palo Alto 3.1, Plymouth 5.4, Sac 3.9, Sioux 6.3, Woodbury 24.4, NEB.: Cedar 2.4, Dakota 3.8, Dixon 1.8, Knox 2.6, Madison 7.2, Pierce 2.1, Stanton 1.6, Thurston 1.5, Wayne 2.0, S.D.: Clay 2.9, Union 1.6. Tot. Hslds.: 151,800.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.2, Osceola 1.4, MINN.: Lincoln 1.5, Murray 2.1, Nobles 3.9, Pipestone 2.2, Rock 2.0, NEB.: Boyd 0.6, Cherry 1.2, Keya Paha 0.2, S.D.: Aurora 0.7, Beadle 3.5, Bon Homme 1.5, Brookings 3.6, Brown 6.6, Brule 0.9, Buffalo 0.3, Charles Mix 1.8, Clark 1.1, Codington 3.6, Davison 3.2, Day 1.6, Deuel 0.9, Douglas 0.6, Edmunds 0.9, Faulk 0.5, Grant 1.5, Gregory 1.3, Hamlin 1.2, Hand 0.9, Hanson 0.6, Hughes 2.6, Hutchinson 1.7, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.2, Lake 1.9, Lincoln 2.5, Lyman 0.6, McCook 1.2, Marshall 1.0, Mellette 0.3, Miner 0.6, Minnehaha 17.5, Moody 1.2, Potter 0.6, Roberts 1.8, Sanborn 0.5, Spink 1.7, Stanley 0.3, Sully 0.4, Todd 0.9, Tripp 1.4, Turner 1.9, Yankton 2.8. Tot. Hslds.: 202,800.

SOUTH BEND-ELKHART, IND.— Elkhart 17.7, Fulton 2.4, Kosciusko 7.2, La Grange 2.8, Marshall 5.0, Pulaski 1.7, St. Joseph 30.9, Starke 2.8, MICH.: Berrien 23.4, Cass 6.1. Tot. Hslds.: 258,900.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 2.7, Boundary 0.8, Clearwater 1.2, Idaho 1.5, Kootenai 6.3, Latah 3.2, Lewis 0.6, Nez Perce 3.9, Shoshone 2.2, MONT.: Lincoln 1.8, Sanders 1.2, ORE.: Union 2.9, Wallowa 0.9, WASH.: Adams 1.6, Asotin 1.8, Chelan 5.4, Columbia 0.5, Douglas 2.3, Ferry 0.7, Garfield 0.3, Grant 5.4, Lincoln 1.3, Okanogan 3.5, Pend Oreille 1.0, Spokane 39.1, Stevens 2.9, Whitman 4.1. Tot. Hslds.: 303,900.

SPRINGFIELD, MASS.— Franklin 10.7, Hampden 71.3, Hampshire 18.0. Tot. Hslds.: 226,500.

SPRINGFIELD, MO.— ARK.: Baxter 4.1, Boone 3.6, Carroll 2.3, Fulton 1.3, Izard 1.6, Madison 1.5, Marion 1.9, Newton 1.0, MO.: Barry 3.5, Benton 2.1, Camden 3.0, Cedar 1.7, Christian 3.2, Dade 1.3, Dallas 1.9, Dent 1.8, Douglas 1.7, Greene 25.2, Hickory 1.1, Howell 4.4, Laclede 3.5, Lawrence 4.3, Oregon 1.7, Ozark 1.2, Polk 2.9, Pulaski 3.5, Shannon 1.1, Stone 2.2, Taney 3.0, Texas 3.3, Weberer 2.8, Wright 2.4. Tot. Hslds.: 253,800.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 19.2, Christian 4.7, Coles 5.8, De Witt 2.2, Douglas 2.4, Ford 1.8, Macon 16.3, Menard 1.4, Morgan 4.2, Moultrie 1.6, Piatt 2.0, Sangamon 22.8, Shelby 3.0, Vermilion 12.7. Tot. Hslds.: 297,100.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.9, Madison 6.0, Oneida (western portion) 8.5, Onondaga 46.9, Oswego 10.4, Schuyler 1.9, Seneca 3.2, Tompkins 8.3, Yates 2.1. Tot. Hslds.: 346,600.

TALLAHASSEE, FLA.— Gadsden 7.4, Hamilton 2.4, Jefferson 2.4, Lafayette 1.0, Leon 35.4, Madison 3.7, Taylor 3.7, Wakulla 2.4, GA.: Brooks 3.7, Decatur 6.1, Echols 0.5, Grady 5.2, Lowndes 16.5, Thomas 9.8. Tot. Hslds.: 130,900.

TAMPA-ST. PETERSBURG, FLA.— Citrus 1.9, De Soto 0.7, Hardee 0.6, Hernando 1.5, Highlands 1.8, Hillsborough 24.4, Manatee 6.4, Pasco 7.3, Pinellas 35.5, Polk 11.4, Sarasota 8.6. Tot. Hslds.: 896,700.

TERRE HAUTE, IND.— ILL.: Clark 3.9, Clay 3.4, Crawford 5.0, Cumberland 2.4, Edgar 5.1, Effingham 6.3, Jasper 2.5, Lawrence 4.0, Richland 3.7, IND.: Clay 5.5, Daviess 5.4, Greene 6.4, Knox 8.8, Martin 2.2, Parke 3.4, Sullivan 4.7, Vermillion 3.9, Vigo 23.4. Tot. Hslds.: 165,900.

TOLEDO, OHIO— MICH.: Lenawee 7.3, OHIO: Defiance 3.0, Fulton 3.1, Hancock 5.7, Hardin 3.2, Henry 2.5, Lucas 45.2, Ottawa 3.5, Putnam 2.4, Sandusky 5.3, Seneca 4.9, Williams 3.1, Wood 8.9, Wyandot 1.9. Tot. Hslds.: 391,000.

TOPEKA, KANS.— Clay 2.9, Coffey 2.5, Geary 7.9, Jackson 3.5, Lyon 9.3, Marshall 4.2, Morris 2.1, Nemaha 2.9, Osage 4.0, Pottawatomie 3.8, Riley 13.4, Shawnee 41.6, Wabaunsee 1.9. Tot. Hslds.: 136,200.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.7, Charlevoix 5.0, Cheboygan 5.1, Chippewa 9.3, Crawford 2.4, Emmet 5.2, Grand Traverse 11.3, Kalkaska 2.7, Lake 2.0, Leelanau 3.3, Luce 1.7, Mackinac 3.0, Manistee 6.1, Mason 6.7, Missaukee 2.6, Montmorency 2.1, Osceola 5.0, Oscoda 1.9, Otsego 3.6, Presque Isle 3.4, Roscommon 4.7, Wexford 5.9. Tot. Hslds.: 135,900.

TUCSON, ARIZ.— Apache (southern portion) 0.9, Cochise 12.1, Graham 3.0, Pima 79.8, Santa Cruz 2.7, N.M.: Catron 0.4, Hidalgo 1.0. Tot. Hslds.: 209,900.

TULSA, OKLA.— KANS.: Chautauqua 0.6, Montgomery 4.3, OKLA.: Adair 1.6, Cherokee 2.5, Craig 1.5, Creek 5.2, Delaware 2.2, Haskell 1.0, Hughes 1.5, Latimer 0.9, McIntosh 1.4, Mayes 3.0, Muskogee 6.6, Nowata 1.1, Okfuskee 1.2, Okmulgee 3.7, Osage 3.6, Pawnee 1.5, Pittsburg 3.5, Rogers 3.5, Tulsa 42.4, Wagoner 2.9, Washington 4.3. Tot. Hslds.: 385,400.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 39,800.

TWIN FALLS, IDA.— Gooding 13.9, Jerome 19.0, Lincoln 4.8, Twin Falls 62.2. Tot. Hslds.: 29,400.

TYLER, TEX.— Angelina 24.4, Cherokee 15.3, Houston 7.8, Smith 52.4. Tot. Hslds.: 79,000.

UTICA, N.Y.— Herkimer 23.5, Oneida (eastern portion) 57.6, Otsego 18.8. Tot. Hslds.: 104,100.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 19,900.

WACO-TEMPLE, TEX.— Bell 29.2, Brazos 14.3, Burleson 2.2, Coryell 6.3, Falls 3.3, Lampasas 2.4, Leon 2.0, McLennan 31.5, Madison 1.6, Milam 4.3, Robertson 3.0. Tot. Hslds.: 185,500.

WASHINGTON, D.C.— District of Columbia 20.1, MD.: Allegany 2.2, Calvert 0.7, Charles 1.4, Frederick 2.5, Montgomery 14.3, Prince Georges 15.9, St. Marys 1.1, Washington 2.8, PA.: Franklin 2.6, Fulton 0.3, VA.: Alexandria 3.3, Arlington 4.9, Clarke 0.2, Culpeper 0.5, Fairfax 12.4, Fairfax city 0.5, Falls Church 0.3, Fauquier 0.7, Frederick 0.8, Fredericksburg 0.4, King George 0.2, Loudoun 1.3, Madison 0.3, Manassas 0.3, Manassas Park 0.2, Page 0.5, Prince William 2.5, Rappahannock 0.1, Shenandoah 0.7, Spotsylvania 0.7, Stafford 0.8, Warren 0.5, Westmoreland 0.4, Winchester 0.6, W.VA.: Berkeley 1.0, Hampshire 0.4, Jefferson 0.6, Mineral 0.6, Morgan 0.2. Tot. Hslds.: 1,394,000.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 42.0, Lewis 10.8, St. Lawrence 47.2. Tot. Hslds.: 77,900.

WAUSAU-RHINELANDER, WISC.— Adams 3.2, Clark 8.0, Forest 2.0, Langlade 5.2, Lincoln 6.6, Marathon 25.5, Oneida 8.3, Portage 11.7, Price 4.2, Taylor 4.5, Vilas 4.2, Wood 16.6. Tot. Hslds.: 138,800.

WEST PALM BEACH, FLA.— Indian River 7.1, Martin 7.5, Okeechobee 2.3, Palm Beach 72.8, St. Lucie 10.3. Tot. Hslds.: 266,100.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 21.7, Guernsey 10.2, Harrison 4.5, Jefferson 23.0, Monroe 3.9, Noble 3.1, W.VA.: Marshall 10.3, Ohio 15.6, Tyler 2.6, Wetzel 5.2. Tot. Hslds.: 139,300.

WICHITA-HUTCHINSON, KANS.— Barber 0.7, Barton 2.9, Butler 4.0, Chase 0.3, Cheyenne 0.4, Clark 0.3, Comanche 0.3, Cowley 3.4, Decatur 0.5, Dickinson 2.1, Edwards 0.5, Elk 0.4, Ellis 2.2, Ellsworth 0.6, Finney 2.1, Ford 2.2, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.5, Greeley 0.2, Greenwood 1.1, Hamilton 0.3, Harper 0.9, Harvey 2.7, Haskell 0.4, Hodgeman 0.2, Kearny 0.3, Kingman 1.0, Kiowa 0.5, Lane 0.3, Lincoln 0.5, Logan 0.4, McPherson 2.4, Marion 1.4, Meade 0.5, Mitchell 0.8, Ness 0.5, Norton 0.7, Osborne 0.7, Ottawa 0.7, Pawnee 0.7, Pratt 1.0, Rawlins 0.4, Reno 6.3, Rice 1.2, Rooks 0.8, Rush 0.5, Russell 0.9, Saline 4.5, Scott 0.6, Sedgwick 31.7, Seward 1.6, Sheridan 0.3, Sherman 0.8, Stafford 0.7, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.9, Trego 0.4, Wallace 0.2, Wichita 0.2, NEB.: Dundy 0.3, Hitchcock 0.5, Red Willow 1.3, OKLA.: Beaver 0.6. Tot. Hslds.: 397,300.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 22.6, Cotton 1.7, Harmon 1.2, Jackson 7.8, Jefferson 2.4, Kiowa 3.2, Stephens 9.9, Tillman 2.8, TEX.: Archer 1.5, Baylor 1.2, Clay 2.1, Foard 0.5, Hardeman 1.7, Knox 1.3, Montague 4.1, Throckmorton 0.5, Wichita 27.3, Wilbarger 3.6, Young 1.6. Tot. Hslds.: 161,700.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Columbia 4.7, Lackawanna 19.4, Luzerne 27.5, Lycoming 8.9, Montour 1.1, Northumberland 8.4, Schuylkill 13.1, Snyder 2.2, Sullivan 0.4, Susquehanna 3.0, Union 2.1, Wayne 2.8, Wyoming 2.0. Tot. Hslds.: 446,400.

WILMINGTON, N.C.— Bladen 6.1, Brunswick 7.5, Columbus 10.9, Duplin 8.6, New Hanover 24.8, Pender 4.6, Robeson 18.1, S.C.: Horry 19.2. Tot. Hslds.: 155,400.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 13.8, WASH.: Benton 21.9, Franklin 6.9, Kittitas (eastern portion) 4.8, Walla Walla 11.0, Yakima 40.1. Tot. Hslds.: 142,200.

YOUNGSTOWN, OHIO— Columbiana 15.5, Mahoning 37.7, Trumbull 30.4, PA.: Mercer 16.4. Tot. Hslds.: 258,400.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 28,700.

Guide to using S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1978										
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
1	2			3	4	5					6

1 The *Survey*'s **TV markets** are the American Research Bureau's Areas of Dominant Influence (ADI). ARB (better known in the industry as Arbitron) studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARB splits certain counties, treating each portion as if it were a separate county.) Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and part of Alaska.

2 Population is the number of persons living in the ADI on 12/31/78. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households. A further refinement of total population is the number of **black persons** living in the ADI as of 12/31/78.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23rd *Survey of Buying Power*, should be considered.

4 Total retail sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Sales taxes collected from the customer and receipts from repairs and other services are also included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The Total Retail Sales figure includes sales of store types not listed in the 1979 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak. The "All Other Stores" category includes liquor, sporting goods, book, stationery, jewelry, hobby and toy, photographic, and gift stores, as well as nonstore retailers.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings*, and *appliance stores (FHA)*; (4) *automotive dealers*; which include those selling domestic and imported cars, new and used; and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include *proprietary stores*.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

NOTE: Bellingham, Wash., ADI—After Section E's TV markets were compiled, the *Survey* was informed by Arbitron that it will eliminate Bellingham from its list of ADIs in 1980. Whatcom County, which comprised the Bellingham ADI, will be put into the Seattle-Tacoma ADI. Hence, the Whatcom totals shown on page 160 should be added to the Seattle-Tacoma totals.

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978											Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)		
ARIZONA												
FLAGSTAFF	71.8	20.9	1.7	328,458	309,994	68,036	38,887	4,101	43,984	5,836		.0294
PHOENIX	1,660.7	579.0	54.2	10,505,831	6,437,643	1,484,387	904,383	352,277	1,274,785	197,068		.7521
TUCSON	607.7	209.9	18.7	3,595,151	2,233,839	508,349	374,071	101,882	419,929	53,831		.2623
ARKANSAS												
FT. SMITH	312.5	110.8	12.1	1,666,136	1,069,272	219,789	173,572	42,491	251,429	33,526		.1252
JONESBORO	180.2	66.0	3.2	915,430	486,917	117,194	68,827	20,474	102,069	13,502		.0660
LITTLE ROCK	1,130.5	396.7	206.1	6,355,849	3,978,384	828,495	489,256	177,891	1,020,569	126,774		.4697
CALIFORNIA												
BAKERSFIELD	310.8	104.0	21.1	1,780,788	1,231,184	270,398	159,908	63,549	236,640	41,361		.1353
CHICO-REDDING	308.8	118.5	4.8	1,942,682	1,116,476	280,705	69,140	44,298	191,934	67,003		.1363
EL CENTRO-YUMA	166.3	54.2	6.2	874,407	646,206	178,171	72,960	22,773	138,619	21,081		.0693
EUREKA	140.2	52.4	.6	929,610	490,675	115,977	37,264	11,757	92,980	23,463		.0630
FRESNO	970.0	329.7	48.8	5,382,584	3,480,354	768,198	470,997	202,578	702,620	177,791		.4029
LOS ANGELES	10,785.1	4,102.8	961.1	81,321,346	45,136,449	9,440,198	6,170,442	2,314,913	8,434,025	1,507,309		5.4619
PALM SPRINGS	127.8	48.3	7.5	790,277	481,354	106,118	64,628	19,366	89,321	16,364		.0567
SACRAMENTO-STOCKTON	1,995.5	722.4	99.3	13,458,124	7,934,221	1,848,396	1,123,352	408,166	1,532,631	330,618		.9404
SALINAS-MONTEREY	484.8	163.2	17.6	3,011,669	1,843,106	406,716	176,026	84,067	319,866	82,164		.2164
SAN DIEGO	1,783.0	667.0	100.0	12,241,144	7,243,673	1,430,850	1,093,237	377,743	1,394,429	263,757		.8532
SAN FRANCISCO	4,933.3	1,910.6	399.7	41,977,967	20,295,183	4,504,581	2,935,167	973,983	3,393,587	862,886		2.6514
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	441.3	160.8	13.9	2,974,698	1,628,016	337,814	145,463	100,761	283,565	67,117		.2031
COLORADO												
COLORADO SPRINGS-PUEBLO	536.4	185.5	22.7	2,903,265	2,075,382	366,653	299,308	110,168	480,643	45,974		.2262
DENVER	2,074.3	749.4	61.3	14,374,548	8,536,366	1,550,088	1,060,381	423,349	1,867,233	234,549		1.0013
GRAND JUNCTION	117.9	44.2	.1	651,098	460,213	91,563	43,063	19,433	105,625	13,984		.0501

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978										
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
CONNECTICUT											
HARTFORD-NEW HAVEN	2,222.8	771.0	140.4	15,483,648	7,903,536	1,777,753	1,009,257	356,219	1,340,231	249,704	1.0301
DISTRICT OF COLUMBIA											
WASHINGTON	3,983.6	1,394.0	918.8	31,602,695	15,410,057	3,126,864	2,001,173	756,417	2,949,093	716,863	2.0251
FLORIDA											
FT. MYERS-NAPLES	334.4	135.0	34.0	2,106,058	1,572,433	331,091	173,158	163,835	321,313	49,885	.1721
GAINESVILLE	162.7	55.4	32.3	819,877	744,673	162,380	102,615	26,750	129,705	19,611	.0708
JACKSONVILLE	970.6	332.2	214.4	5,205,052	3,733,178	711,558	421,007	167,111	908,722	159,283	.4058
MIAMI	2,429.3	944.1	339.9	17,588,833	11,855,639	2,322,249	1,841,606	763,794	2,416,362	353,474	1.2669
ORLANDO-DAYTONA BEACH	1,302.6	480.0	173.9	7,488,517	6,655,391	1,236,966	969,848	328,583	1,510,181	185,597	.6232
PANAMA CITY	161.5	56.3	25.5	725,853	578,690	134,751	56,625	26,376	135,042	16,854	.0611
TALLAHASSEE	398.4	130.9	135.4	1,963,435	1,456,295	329,700	144,932	65,173	304,283	53,775	.1583
TAMPA-ST. PETERSBURG	2,175.3	896.7	230.5	13,214,057	9,610,494	2,055,121	1,489,668	615,741	1,941,718	296,604	1.0096
WEST PALM BEACH	687.1	266.1	106.8	4,906,217	3,581,409	720,225	493,030	276,642	770,806	102,101	.3641
GEORGIA											
ALBANY	344.1	112.2	116.8	1,620,991	1,170,319	294,528	100,384	53,257	279,777	39,016	.1305
ATLANTA	2,732.9	928.3	568.2	17,474,173	10,491,860	1,820,462	1,557,814	538,730	2,383,587	281,535	1.2402
AUGUSTA	520.4	163.6	193.9	2,530,756	1,539,283	374,648	154,428	66,866	337,989	46,480	.1917
COLUMBUS	497.1	161.5	179.4	2,443,217	1,489,514	351,973	190,603	63,171	288,778	39,274	.1847
MACON	382.5	124.0	134.0	1,960,050	1,284,300	274,322	178,606	54,132	287,088	37,168	.1497
SAVANNAH	486.1	152.6	163.2	2,323,352	1,571,116	344,977	153,735	80,599	343,223	57,280	.1824
IDAHO											
BOISE	367.6	128.2	1.6	2,047,777	1,317,158	280,232	99,147	53,714	327,505	92,549	.1529
IDAHO FALLS-POCATELLO	285.2	89.1	.8	1,592,930	907,894	182,867	72,770	35,950	240,184	44,776	.1144
TWIN FALLS	81.1	29.4	.0	457,432	271,789	45,273	29,616	12,027	66,077	7,051	.0333

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978											Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop (Thous.)	Total Households (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)		
ILLINOIS												
CHICAGO	8,352.0	2,862.9	1,452.8	63,370,150	35,577,788	6,523,320	4,549,836	1,722,211	7,045,399	1,254,860		4.2662
PEORIA	627.6	223.5	27.7	4,434,332	2,341,341	440,740	343,176	111,229	583,248	64,067		.2973
QUINCY-HANNIBAL	316.3	116.1	8.3	1,858,713	954,505	202,937	89,702	41,821	250,004	30,148		.1283
ROCKFORD	494.9	174.0	27.8	3,527,824	2,014,626	407,667	312,107	99,450	447,117	51,264		.2412
SPRINGFIELD-DECATUR-CHAMPAIGN	817.8	297.1	51.8	5,711,791	3,239,179	588,793	451,192	145,041	727,280	122,475		.3919
INDIANA												
EVANSVILLE	634.8	222.7	29.1	3,751,040	2,284,658	514,719	284,501	96,098	533,975	78,534		.2720
FT. WAYNE	597.8	203.5	24.0	3,880,022	2,202,079	401,602	283,984	122,803	586,195	65,388		.2698
INDIANAPOLIS	2,200.7	755.6	179.9	14,938,417	8,703,186	1,578,780	1,249,641	369,480	2,052,815	263,264		1.0381
LAFAYETTE	125.5	40.7	1.5	807,251	457,675	81,267	83,630	22,608	100,249	19,652		.0563
SOUTH BEND-ELKHART	754.6	258.9	53.8	4,575,732	2,812,113	554,602	340,983	118,808	770,011	78,721		.3309
TERRE HAUTE	451.7	165.9	8.9	2,710,765	1,748,132	338,668	207,631	67,208	361,489	52,563		.1995
IOWA												
CEDAR RAPIDS-WATERLOO	765.9	260.4	11.7	4,781,561	2,499,332	468,806	340,837	102,163	608,343	66,414		.3277
DAVENPORT-ROCK ISLAND-MOLINE	858.6	305.0	23.7	5,837,847	3,093,196	641,112	371,337	136,595	732,497	96,242		.3943

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978										Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	
IOWA (cont.)											
DES MOINES	960.8	347.1	18.5	6,428,307	3,505,980	663,041	474,323	133,659	836,448	92,172	.4392
DUBUQUE	97.3	28.8	.4	596,613	416,821	65,559	90,343	21,124	87,912	14,307	.0449
OTTUMWA-KIRKSVILLE	76.3	28.8	.4	405,922	236,065	41,649	25,481	5,865	66,479	4,977	.0298
SIOUX CITY	434.4	151.8	1.5	2,619,152	1,452,739	259,773	158,585	61,018	348,772	49,795	.1832
KANSAS											
TOPEKA	385.2	136.2	22.4	2,322,383	1,467,699	256,591	198,766	69,317	320,706	32,818	.1693
WICHITA-HUTCHINSON	1,081.3	397.3	42.4	7,082,614	4,140,552	709,274	498,600	227,785	1,092,132	109,172	.4965
KENTUCKY											
BOWLING GREEN	99.3	33.7	6.7	521,473	346,454	83,869	37,279	9,325	60,651	10,188	.0400
LEXINGTON	659.5	220.8	45.6	3,499,046	2,183,072	499,688	344,585	58,025	417,499	69,483	.2621
LOUISVILLE	1,415.9	477.7	128.0	8,949,253	5,000,223	1,047,950	828,540	168,444	1,120,493	162,786	.6226
PADUCAH-CAPE GIRARDEAU-HARRISBURG	776.9	288.9	57.8	4,031,003	2,781,735	616,564	294,357	125,896	654,060	89,229	.3128
LOUISIANA											
ALEXANDRIA	223.3	67.3	56.6	1,026,847	603,054	149,118	93,641	21,689	146,244	15,592	.0782
BATON ROUGE	643.4	202.6	213.1	3,806,750	1,964,279	505,484	285,669	79,948	459,176	56,484	.2628
LAFAYETTE	505.9	157.3	139.0	2,423,644	1,542,117	434,625	161,550	53,406	324,840	48,453	.1868
LAKE CHARLES	195.7	64.5	42.7	1,109,511	697,700	132,715	107,293	21,342	176,276	27,570	.0820
MONROE-EL DORADO	500.4	164.9	175.7	2,428,868	1,504,581	396,920	147,008	57,629	377,212	53,459	.1852
NEW ORLEANS	1,606.2	530.6	455.4	9,980,419	5,618,229	1,347,521	714,533	236,428	1,116,624	199,396	.6992
SHREVEPORT-TEXARKANA	1,114.3	387.0	328.9	5,779,736	3,773,377	890,450	391,766	151,421	932,527	112,255	.4404
MAINE											
BANGOR	342.0	116.8	.9	1,786,046	1,192,199	305,421	127,574	35,069	254,109	30,600	.1370
PORTLAND-POLAND SPRING	827.5	287.8	3.4	4,791,504	3,262,608	798,079	373,022	102,627	648,354	78,390	.3614
PRESQUE ISLE	98.5	30.0	1.3	446,823	305,262	80,376	38,585	9,104	63,895	8,444	.0357
MARYLAND											
BALTIMORE	2,338.9	802.1	559.7	14,530,547	7,380,129	1,760,150	1,032,077	327,810	1,260,464	271,602	.9885
SALISBURY	230.8	84.4	62.5	1,246,975	922,341	242,140	80,923	41,610	156,209	29,455	.0983
MASSACHUSETTS											
BOSTON	5,286.6	1,828.5	172.5	36,534,997	20,165,424	4,601,845	2,530,804	887,721	3,438,310	443,949	2.4899
SPRINGFIELD	655.5	226.5	30.1	4,112,051	2,081,490	429,999	258,725	93,780	355,758	53,398	.2788
MICHIGAN											
ALPENA	34.3	11.2	.4	169,963	155,379	33,095	16,186	11,305	36,051	3,389	.0148
DETROIT	4,810.6	1,617.2	756.0	38,102,290	19,276,548	3,985,151	2,388,180	1,040,439	4,503,197	781,890	2.4684
FLINT-SAGINAW-BAY CITY	1,236.7	406.7	102.1	8,384,743	4,881,426	1,065,455	522,455	254,077	1,239,819	155,006	.5831
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,540.2	517.6	90.7	8,772,393	5,382,579	1,299,084	405,313	274,496	1,409,640	127,230	.6419
LANSING	602.8	203.8	30.4	4,234,015	2,271,175	398,266	331,235	126,020	591,509	56,752	.2853
MARQUETTE	154.9	53.2	2.4	692,795	467,032	105,692	23,907	23,745	115,413	9,352	.0550
TRAVERSE CITY-CADILLAC	389.6	135.0	3.6	1,777,511	1,547,118	388,274	119,031	56,336	285,355	37,774	.1539
MINNESOTA											
ALEXANDRIA	245.2	85.6	0	1,195,164	744,438	150,625	53,934	28,417	131,451	22,969	.0913
DULUTH-SUPERIOR	472.9	171.3	1.4	2,657,327	1,770,120	331,766	252,509	63,204	305,519	43,450	.2007
MANKATO	108.6	37.1	.4	688,811	378,042	69,852	59,912	17,629	92,252	10,494	.0475
MINNEAPOLIS-ST. PAUL	2,931.6	996.1	33.5	19,393,579	11,441,371	2,062,951	1,721,011	489,914	2,304,247	266,237	1.3600
ROCHESTER-MASON CITY-AUSTIN	383.9	134.5	1.1	2,436,872	1,327,882	243,392	187,884	60,626	304,666	38,287	.1683

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM ARB TV (ADI) MARKET	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						Buying Power Index
	S&MM ESTIMATES 1978										
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
MISSISSIPPI											
BILOXI-GULFPORT-PASCAGOULA	160.8	50.1	29.2	845,248	628,523	119,024	103,359	27,894	124,923	18,555	.0671
COLUMBUS-TUPELO	412.9	137.3	127.1	1,990,863	1,311,714	335,372	161,630	47,888	326,933	35,828	.1548
GREENWOOD-GREENVILLE	148.7	44.1	89.1	577,273	327,548	98,810	23,171	12,899	83,282	13,557	.0456
JACKSON	810.0	258.6	356.7	4,041,456	2,786,651	658,259	427,705	97,131	675,225	75,650	.3160
LAUREL-HATTIESBURG	228.9	75.8	64.4	1,085,454	810,678	200,053	122,569	38,416	175,321	28,893	.0886
MERIDIAN	201.4	67.7	77.1	925,193	596,833	149,314	82,816	24,947	117,785	17,412	.0723
MISSOURI											
COLUMBIA-JEFFERSON CITY	393.2	137.0	22.3	2,124,515	1,384,508	260,612	168,571	63,826	325,665	33,764	.1605
JOPLIN-PITTSBURG	417.9	161.4	6.6	2,178,734	1,450,171	285,048	214,569	60,183	353,303	40,474	.1673
KANSAS CITY	1,791.8	657.7	171.1	12,616,763	7,441,889	1,377,778	1,253,608	345,545	1,779,720	188,356	.8740

Computerized Audience Targeting Systems (C.A.T.S.) is fully operational for immediate access to Kansas City's most current marketing research survey. C.A.T.S. allows you to custom design targets of Kansas City's consumers, . .

- by age, income, occupation, etc.
- by shopping habits
- by lifestyles
- by media useage (newspapers, television, radio and magazine)
- by media mixing programs for inter-media comparisons
- by optimization of reach and/or frequency
- by GRP's or NET's
- by Frequency Distribution
- by Media budget allocations
- **by calling Jackie Nixon, Times/STAR Marketing Services (816) 234-4200**

KANSAS CITY
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C.A.T.S. Computerized Audience Targeting Systems

Takes the Guess Work Out of Target Market/Media Analysis

TARGET	TARGET	TARGET	TARGET	TARGET
Kansas Citians holding a current passport	Adults, shopped for tires past 12 months	Females, $20,000 + Income Households	Males, 25-54 years old, who purchased new cars in the past year.	Heavy liquor users (purchase 3 fifths or more per month) 132,000
ANSWER	**ANSWER**	**ANSWER**	**ANSWER**	**ANSWER**
115,000 13% of SMSA • 78% read Sunday K.C. STAR	124,000 61% Male 39% Female • 61% read K.C. Times/STAR	158,000 33% of SMSA females • Target represents 36% of daily Times/STAR female readers	• 26% of SMSA Males • One Times/Star ad generates: 100 GRPS 1.6 Average Frequency	• 65% regularly read STAR magazine in the Sunday K.C. STAR

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM ARB TV (ADI) MARKET	S&MM ESTIMATES 1978											Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
MO. (cont.)												
ST. JOSEPH	130.6	48.9	3.7	752,811	478,687	102,111	81,387	20,676	104,877	13,073	.0557
ST. LOUIS	2,901.1	992.6	369.2	18,999,863	10,394,376	2,185,246	1,643,548	409,589	2,454,174	268,560	1.3051
SPRINGFIELD	690.9	253.8	8.6	3,281,963	2,244,382	430,521	290,461	103,529	528,567	53,648	.2592
MONTANA												
BILLINGS	176.7	63.0	.3	987,077	603,067	117,768	73,306	26,427	118,468	18,920	.0723
GREAT FALLS	188.6	66.0	1.9	1,083,061	629,327	156,609	50,054	19,086	153,700	22,774	.0776
HELENA	40.8	14.9	.1	237,290	167,416	45,889	11,793	3,900	29,385	4,539	.0182
MILES CITY-GLENDIVE	30.8	10.5	.0	181,256	111,864	27,945	5,316	3,362	20,787	3,878	.0134
MISSOULA-BUTTE	290.6	103.1	.8	1,540,147	990,244	274,984	74,178	36,839	164,080	28,64[illegible]	.1162
NEBRASKA												
LINCOLN-HASTINGS-KEARNEY	626.4	230.9	4.1	3,879,349	2,230,441	395,618	261,950	114,922	516,411	59,340	.2731
NORTH PLATTE	43.0	15.7	.0	267,922	182,275	23,606	21,211	6,353	36,576	9,844	.0200
OMAHA	958.6	334.9	47.6	6,094,515	3,349,271	602,457	528,484	189,567	710,467	122,010	.4220
NEVADA												
LAS VEGAS	380.0	137.4	39.1	2,736,567	1,706,027	344,970	194,001	76,831	345,555	51,877	.1921
RENO	324.0	123.1	4.8	2,427,787	1,418,320	324,567	120,829	50,765	269,695	36,380	.1659
NEW MEXICO												
ALBUQUERQUE	878.8	290.4	11.9	4,651,735	3,135,559	658,309	395,488	140,565	650,295	96,406	.3565
FARMINGTON	75.6	23.6	.3	391,077	294,417	72,538	23,164	12,555	77,260	3,109	.0312
ROSWELL	147.4	50.8	6.4	878,988	556,300	133,812	53,810	24,104	123,119	14,939	.0644
NEW YORK												
ALBANY-SCHENECTADY-TROY	1,260.2	449.7	56.4	8,024,855	4,380,497	1,104,537	565,784	179,433	802,116	115,458	.5540
BINGHAMTON	423.2	148.8	9.9	2,306,364	1,323,018	353,592	140,973	58,397	288,803	53,351	.1671
BUFFALO	1,784.9	635.0	147.9	10,953,398	5,607,671	1,371,230	915,817	238,642	1,061,687	183,420	.7490
ELMIRA	240.2	83.8	9.8	1,358,191	855,661	187,237	126,142	51,403	161,917	28,391	.1005
NEW YORK	18,206.3	6,541.6	2,766.0	137,144,627	61,819,356	15,420,800	8,018,775	3,264,826	8,895,207	1,663,038	8.6881
ROCHESTER	934.7	330.1	77.0	6,780,298	3,174,007	781,247	408,370	152,838	721,076	102,433	.4369
SYRACUSE	1,018.6	346.6	51.8	6,210,992	3,001,338	762,875	382,909	115,005	641,346	132,139	.4186
UTICA	295.7	104.1	11.0	1,597,123	923,296	231,349	122,847	31,348	179,953	34,494	.1164
WATERTOWN-CARTHAGE	235.9	77.9	2.3	1,203,226	610,151	181,330	63,039	17,899	131,234	29,777	.0855
NORTH CAROLINA												
CHARLOTTE	1,629.0	552.2	315.4	9,707,372	5,606,802	1,327,257	758,590	238,419	1,276,993	188,862	.6915
GREENSBORO-WINSTON SALEM-HIGH POINT	1,149.0	402.9	204.7	7,142,680	3,824,262	847,213	406,571	192,446	921,719	125,469	.4922
GREENVILLE-NEW BERN-WASHINGTON	562.0	173.8	179.6	2,706,173	1,550,386	370,287	189,325	78,035	338,631	41,943	.2023
RALEIGH-DURHAM	1,462.1	482.2	436.5	8,029,337	4,456,203	1,019,081	612,284	228,369	996,928	135,116	.5752
WILMINGTON	467.5	155.4	134.0	2,290,886	1,478,653	360,134	159,829	69,075	323,793	44,527	.1763
NORTH DAKOTA												
FARGO	596.6	202.9	1.3	3,391,884	2,074,465	343,244	189,558	97,963	489,720	59,690	.2482
MINOT-BISMARCK-DICKINSON	386.6	125.9	1.6	2,087,022	1,211,203	214,743	140,767	52,586	322,712	34,630	.1518

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1979 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM ARB TV (ADI) MARKET	S&MM ESTIMATES 1978										Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	
OHIO											
CINCINNATI	1,893.8	652.1	179.8	12,342,719	6,740,136	1,548,797	1,031,048	334,780	1,330,831	208,095	8484
CLEVELAND	3,975.7	1,365.6	451.1	27,399,190	15,610,019	3,305,872	2,287,935	702,442	3,670,079	480,325	1.8861
COLUMBUS	1,527.7	527.0	140.5	9,809,090	5,929,593	1,148,827	1,011,288	295,555	1,398,010	141,346	6973
DAYTON	1,338.6	458.7	123.7	8,787,382	4,714,303	940,955	734,276	272,310	1,121,786	99,433	5999
LIMA	106.6	36.2	10.0	700,108	439,774	75,697	104,650	14,586	80,683	9,846	.0502
TOLEDO	1,117.4	391.0	67.4	7,708,476	4,477,552	939,772	698,638	184,802	1,069,925	123,027	.5336
YOUNGSTOWN	785.7	258.4	66.1	4,837,659	2,806,956	554,031	483,121	153,572	677,864	70,860	.3426
ZANESVILLE	82.2	28.7	4.6	444,492	286,303	61,845	44,824	9,847	58,466	8,051	.0334
OKLAHOMA											
ARDMORE-ADA	172.0	65.8	12.1	859,973	488,908	120,912	41,903	18,509	109,955	14,487	.0636
OKLAHOMA CITY	1,341.8	498.0	100.6	8,342,451	5,239,977	1,072,170	551,959	239,417	1,368,490	129,149	.6042
TULSA	1,030.5	385.4	88.9	6,227,959	3,819,427	832,462	350,583	179,194	1,007,534	117,678	.4500
OREGON											
EUGENE	408.0	146.5	1.4	2,500,957	1,416,678	323,803	163,903	67,651	328,206	42,724	.1760
MEDFORD	280.0	106.2	1.7	1,612,500	957,603	179,513	86,575	57,177	207,462	29,954	.1166
PORTLAND	1,924.1	709.5	28.3	12,933,417	6,550,122	1,769,626	646,849	315,668	1,366,581	179,857	.8647
PENNSYLVANIA											
ERIE	404.0	134.9	15.2	2,308,029	1,544,957	298,623	173,862	58,811	297,688	39,233	.1737
HARRISBURG-YORK-LANCASTER-LEBANON	1,312.3	462.1	56.6	8,967,996	4,785,524	964,945	724,658	242,467	970,294	125,007	.6067
JOHNSTOWN-ALTOONA	768.8	263.7	14.0	4,310,365	2,543,107	568,103	331,404	120,941	510,701	74,666	.3129
PHILADELPHIA	7,012.7	2,425.3	1,083.7	50,037,664	25,510,632	5,827,034	3,537,034	1,327,316	4,594,807	703,028	3.3119
PITTSBURGH	3,296.7	1,153.9	210.5	20,879,544	11,060,191	2,398,451	1,770,352	514,713	2,301,273	350,418	1.4309
WILKES BARRE-SCRANTON	1,248.7	446.4	16.7	6,868,143	4,149,848	992,856	541,879	235,052	736,539	125,969	.5042
RHODE ISLAND											
PROVIDENCE	1,496.1	521.4	36.2	9,387,104	4,885,266	1,103,163	620,666	215,683	958,817	134,345	.6414
SOUTH CAROLINA											
CHARLESTON	517.2	157.6	193.9	2,515,954	1,583,668	451,835	245,272	66,774	331,408	36,823	.1927
COLUMBIA	665.2	199.1	242.3	3,495,369	2,135,994	463,730	260,847	99,056	525,318	46,552	.2604
FLORENCE	279.9	87.3	112.6	1,317,703	865,476	222,130	74,365	44,845	205,789	28,190	.1029
GREENVILLE-SPARTANBURG-ASHEVILLE	1,515.5	528.7	260.6	8,354,536	4,902,029	1,174,005	533,375	219,488	1,074,912	145,886	.6083
SOUTH DAKOTA											
RAPID CITY	242.3	83.2	1.7	1,412,164	825,376	163,635	89,186	34,304	183,730	24,128	.1016
SIOUX FALLS-MITCHELL	587.4	202.8	.6	3,181,778	1,784,347	347,948	159,343	79,861	412,749	74,697	.2296
TENNESSEE											
BRISTOL-KINGSPORT-JOHNSON CITY	741.8	251.3	26.5	3,472,746	2,236,027	523,295	281,732	93,892	414,825	61,424	.2704
CHATTANOOGA	812.3	295.4	80.3	4,415,212	2,780,156	676,798	320,434	116,480	656,769	88,038	.3298
JACKSON	145.0	51.1	31.5	732,138	505,143	111,345	68,536	19,735	119,717	13,933	.0571
KNOXVILLE	1,086.4	368.9	54.2	5,367,695	3,621,313	936,356	441,726	132,680	710,707	112,026	.4180
MEMPHIS	1,657.3	541.4	592.8	8,577,299	5,480,545	1,317,642	746,872	223,965	1,371,464	144,488	.6497
NASHVILLE	1,660.1	576.2	214.1	9,269,344	5,761,674	1,388,873	726,124	202,981	1,335,067	170,737	.6844
TEXAS											
ABILENE-SWEETWATER	278.9	105.3	13.9	1,611,049	964,310	202,598	133,661	39,473	214,602	30,389	.1166
AMARILLO	457.2	163.7	19.1	2,982,976	1,751,623	384,662	193,434	74,341	414,766	53,822	.2100
AUSTIN	581.0	195.3	67.2	3,624,362	2,284,439	513,499	201,583	108,483	453,928	53,020	.2627
BEAUMONT-PORT ARTHUR	428.5	152.7	92.7	2,907,042	1,740,704	430,165	214,696	60,024	391,412	49,843	.2036

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TEXAS (cont.)											
CORPUS CHRISTI	441.6	138.3	20.6	2,301,302	1,797,273	442,566	175,307	69,774	400,217	52,919	.1861
DALLAS-FT. WORTH	3,284.3	1,173.8	465.9	23,409,920	14,223,780	2,845,859	1,767,164	595,264	3,153,629	469,192	1.6332
EL PASO	592.0	177.1	21.0	3,030,049	2,242,013	415,434	391,618	113,869	445,154	52,286	.2413
HOUSTON	3,129.7	1,087.7	629.7	23,436,325	15,381,289	3,314,112	2,569,164	622,243	3,399,091	387,074	1.6633
LAREDO	94.8	27.0	2.4	350,835	460,496	113,141	59,255	32,951	50,126	7,576	.0377
LUBBOCK	423.1	145.4	29.4	2,575,900	1,420,431	326,934	160,798	57,305	330,193	37,686	.1800
MCALLEN-BROWNSVILLE	471.2	129.7	7.0	1,709,235	1,456,910	315,316	263,316	65,659	257,638	32,160	.1557
ODESSA-MIDLAND	336.0	113.0	21.0	2,178,377	1,498,722	289,490	220,412	51,974	338,359	39,825	.1616
SAN ANGELO	83.0	30.5	4.1	492,675	309,549	56,295	41,531	11,915	74,815	7,914	.0360
SAN ANTONIO	1,340.3	425.9	89.9	7,400,574	4,672,207	1,057,442	715,436	189,534	919,335	105,467	.5506
TYLER	222.2	79.0	54.5	1,276,164	959,552	218,090	102,502	32,119	215,110	31,827	.0998
VICTORIA	62.7	19.9	5.6	363,087	237,605	51,177	38,332	8,305	55,264	6,463	.0270
WACO-TEMPLE	553.6	185.5	91.2	2,987,544	1,940,546	476,008	266,775	63,159	396,300	35,125	.2251
WICHITA FALLS-LAWTON	453.4	161.7	37.0	2,622,711	1,634,729	313,813	203,244	80,921	444,493	43,288	.1924
UTAH											
SALT LAKE CITY	1,442.9	444.2	10.9	8,020,248	5,012,483	1,091,167	526,051	217,330	1,068,134	286,443	.5940
VERMONT											
BURLINGTON-PLATTSBURGH	583.7	196.0	6.8	3,047,388	1,960,601	532,100	179,798	79,022	400,674	38,557	.2311
VIRGINIA											
CHARLOTTESVILLE-HARRISONBURG	284.1	96.9	26.0	1,548,340	952,704	229,022	127,521	37,134	174,447	34,292	.1146
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,389.7	443.8	396.5	7,751,922	4,341,992	955,170	640,412	210,926	937,707	159,802	.5556
RICHMOND	974.1	332.2	293.5	5,994,739	3,317,728	735,860	452,935	157,866	689,494	151,988	.4188
ROANOKE-LYNCHBURG	990.7	342.9	172.7	5,235,593	3,165,984	762,215	419,558	141,877	600,866	114,338	.3881
WASHINGTON											
BELLINGHAM	95.3	34.3	.3	605,588	373,600	90,765	39,072	21,601	57,155	8,276	.0434
SEATTLE-TACOMA	2,476.3	914.7	72.6	18,550,522	10,594,148	2,528,253	1,220,013	445,258	1,925,948	357,571	1.2586
SPOKANE	845.5	303.9	5.5	5,215,654	2,878,954	682,457	293,368	130,847	587,841	119,543	.3638
YAKIMA	405.1	142.2	4.9	2,612,258	1,423,845	330,234	163,590	55,465	269,311	61,348	.1798
WEST VIRGINIA											
BLUEFIELD-BECKLEY-OAK HILL	379.7	129.3	35.1	1,955,916	1,182,325	271,698	145,767	70,183	272,580	35,164	.1456
CHARLESTON-HUNTINGTON	1,435.6	483.8	39.5	7,440,596	4,489,646	1,182,898	542,819	221,285	959,787	137,321	.5539
CLARKSBURG-WESTON	235.0	83.1	2.1	1,130,247	640,302	187,012	59,958	27,112	125,544	24,251	.0840
PARKERSBURG	90.4	31.7	1.0	579,483	348,120	69,421	68,256	16,214	78,273	9,179	.0411
WHEELING-STEUBENVILLE	393.4	139.3	13.3	2,283,001	1,439,939	335,503	188,797	83,510	297,136	33,040	.1677
WISCONSIN											
GREEN BAY	984.8	327.9	1.4	5,680,065	3,454,633	756,779	473,647	147,492	797,039	71,720	.4139
LA CROSSE-EAU CLAIRE	446.3	150.6	.7	2,387,160	1,559,543	321,217	172,632	72,163	315,547	38,157	.1811
MADISON	499.0	176.4	4.8	3,438,230	2,010,536	409,187	234,168	72,538	494,399	46,168	.2385
MILWAUKEE	1,902.5	655.7	120.0	13,620,553	7,376,748	1,425,283	1,180,559	371,095	1,611,467	189,525	.9168
WAUSAU-RHINELANDER	418.1	138.8	.2	2,407,575	1,450,873	316,707	140,108	52,038	327,314	26,485	.1744
WYOMING											
CASPER-RIVERTON	152.1	52.8	.8	1,021,447	602,060	120,913	52,485	26,735	128,858	16,555	.0715
CHEYENNE	134.7	48.2	2.1	870,928	520,380	89,671	55,414	18,592	135,864	14,939	.0617
UNITED STATES (ADI AREAS)	218,660.3	76,586.9	25,478.5	1,431,686,752	813,389,051	176,713,676	108,213,918	38,448,680	167,404,694	25,194,033	99.4784

Section F

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Canadian Metropolitan Market Projections to 1983

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

U.S. marketers who traditionally look to Canada for additional business can't count on the same growth that has buoyed sales in the recent past. According to the *Survey of Buying Power—Part II*, Canada's population in the 1978–83 forecast period will expand only 4.1%, less than the U.S.'s anticipated 5.1%. In 1973–78 the opposite pattern prevailed as Canada's 5.9% gain eclipsed the U.S.'s 4.2%.

Even so, marketers who pick their local market targets carefully will find promising sales-building opportunities. The West will continue to set a sizzling pace, more than doubling the all-Canada rate with a robust 9.7% population gain.

Surprisingly, the Atlantic region, long known as the country's depressed area, will offer marketers brighter prospects in the years ahead. There, population growth, at 4.2%, will top the national average. However, the growth will be highly centralized in Newfoundland, where it will be 5.8%. The region's three other provinces—New Brunswick, Nova Scotia, and Prince Edward Island—will continue to grow at below-average rates.

The reaction against bigness has not taken as firm a hold in Canada as it has in the U.S. As a result, Canada's 10 largest metro markets will, in the aggregate, top the national average with a 4.2% population gain between now and 1983.

Still, there will be striking contrasts among the country's top 10. Toronto, the No. 1 market, will enjoy a strong 6.0% gain, enabling it to put more distance between itself and second-place Montreal. That unhappy metropolis, wracked by the bitter "two cultures" dispute, will experience a 1.3% increment.

Alberta's two metropolises, spurred by the influx of business hoping to ride its energy boom, will score the healthiest advances among Canada's biggest markets. Calgary is expected to register a robust 15.3% gain, and Edmonton will be close behind with 12.2%. Elsewhere, the most impressive performance will occur in Ottawa, up 7.1%, helped along by the federal government's increasing role in Canadian affairs.

In fact, the seven markets expected to grow fastest in the forecast period are all from the western half of the country: Kelowna, B.C., up 35%; Prince George, B.C., 17%; Calgary, Alta., and Kamloops, B.C., 15% each; Edmonton, Alta., 12%; Regina, Sask., 11%, and Saskatoon, Sask., 10%.

A decelerating economic tempo will accompany the population growth slowdown forecast by *Survey II*. A new report by the Conference Board in Canada, *Reassessing Canada's Potential Economic Growth*, states that "Canada is in the midst of a period of adjustment to a lower sustainable rate of economic expansion compared to earlier periods." Contributing elements: "A significant productivity slowdown, which began during the 1974–75 recession and has not been reversed, a slowing down in the growth rate of the population of labor force age, and continuation of the trend towards shorter average weekly hours worked."

Over the near future,

SURVEY HIGHLIGHT

Canadian slowdown sets in

	1983 Projected Estimates	% Change 1978-83	% Change 1973-78
POPULATION (Thous.)			
Canada	**24,566.6**	**+4.1%**	**+5.9%**
Metro	16,190.2	+4.2	+16.6
Nonmetro	8,376.4	+3.8	10.0
HOUSEHOLDS (Thous.)			
Canada	**8,494.2**	**+9.7%**	**+20.5%**
Metro	5,764.1	+9.4	+33.6
Nonmetro	2,730.1	+10.3	0.4
EFFECTIVE BUYING INCOME ($000)			
Canada	**$266,257,543**	**+64.0%**	**+114.5%**
Metro	187,592,792	+63.8	+173.6
Nonmetro	78,664,751	+64.6	+41.3
AVG. EBI PER HOUSEHOLD			
Canada	**$31,346**	**+49.6%**	**+78.0%**
Metro	32,545	+49.8	+104.8
Nonmetro	28,814	+49.2	+41.9
RETAIL SALES ($000)			
Canada	**$116,722,999**	**+57.0%**	**+84.7%**
Metro	81,381,044	+56.5	+128.7
Nonmetro	35,341,955	+58.1	+27.6
AVG. RETAIL SALES PER HOUSEHOLD			
Canada	**$13,741**	**+43.1%**	**+53.3%**
Metro	14,119	+43.1	+71.2
Nonmetro	12,945	+43.4	+28.1

Note: Unusual rate of growth rate in metro EBI and retail sales totals in 1973-78 period partly due to creation of several new metro areas as result of the 1976 population census.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*
Sales & Marketing Management.

Caution:
1983 EBI projections for Canada

Effective Buying Income (EBI) estimates for Canadian counties are based on Census Economic Characteristics and Taxation Statistics reports, published by the Canadian government. Although the 1976 Census of Population redefined the legal boundaries of counties and cities, Taxation Statistics has not yet made this change and therefore does not provide the basic information required for making income projections to 1983. Nor has Canada yet released the Economic Characteristics report from the 1976 census.

Market Statistics, the research subsidiary of Bill Communications that prepares S&MM's *Survey of Buying Power* and *Survey II*, has tried to compensate for this lack of information by using the provincial totals provided by Taxation Statistics. Therefore, in projecting EBI per household to 1983 it makes *the assumption that every metropolitan area within the province will follow the same trend as the province itself.* The projected income per household of the metropolitan area is then multiplied by the projected number of households of the area to arrive at the projected 1983 total EBI. As a result, the 1983 EBI per household and total EBI data for the metropolitan areas are not directly comparable with last year's figures for plotting growth rates.

Canada will be buffeted by the fallout from the U.S.'s recessionary woes. Growth of real GNP (1971 $) is expected to drift down from a 3.4% gain in 1978 to 2.4% this year and 1.5% in 1980, says the Conference Board's latest quarterly forecast. Most economists in Canada put 1979 growth in the 2%-3% range and 1980 at 1.0%-2.5%.

Fortunately for marketers, the drop-off in consumer spending, if it occurs, won't be as steep. Consumer spending gains, in real terms, will recede from 3.1% in 1979 to 2.7% in 1980, says the Conference Board, adding that the impact will be felt most keenly in durable goods.

A more optimistic outlook is projected by Merrill Lynch Economics. A spokesman says that the firm expects Canadians to increase their spending from a 2.4% growth rate in 1979 to 2.7% in 1980. He notes that surveys show Canadians to be more optimistic about their economic future than their U.S. counterparts.

Industrial marketers, too, may find cheer in near-term prospects. Lawrence B. Krause, international economic consultant with the Goldman Sachs investment company, points out that "the most encouraging element in the Canadian situation is the revival in plant and equipment investment. The combination of much higher business profits and higher capacity utilization has encouraged significant expansion and modernization in many industries, despite the rather higher interest rates necessary to protect the [Canadian] dollar. The momentum of the investment boom will continue for a while, but it is bound to ease as final demand weakens at home and abroad."

In short, there will be plenty of marketing opportunities north of the border during the next few years. But in Canada as in the U.S., picking the right sales targets will determine whether a marketer ends up a hero or a goat. S&MM

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John Hartman
Chairman of the Board
Bill Communications, Inc.

Opportunity, to put it in a word, is what I've found at Bill and is what I value most about my experience here. Opportunity comes from working with people who will help you learn and grow and who will give you that extra push to discover the limits of the talents you have to offer. And opportunity also comes from working within an organization flexible and personal enough to allow you room to pursue a creative impulse in your work or even to try out new work arrangements at your job.

I think what I've been describing is something more important to providing job satisfaction than just comfortable surroundings or an office with a view. When I came to Bill, fresh out of school, I had no idea whether business journalism would be the place for me. Now, six-and-a-half years later, it may seem like a long time to have stayed at one job in the publishing business; but in reality, I've had four different job titles in my tenure here, and each has involved different responsibilities and challenges. In a real sense, I've been able to define my job for myself at every step of the way. And now that my position involves day-to-day responsibility for other people, it's all the more clear to me why an organization must protect its most important investment—its people. The payoff is commitment.

Matt Naitove
Plastics Technology Magazine
Managing Editor

With Bill: 7 years

Personally rewarding! Bill has been, and is, a place where self-motivation, determination, hard work and the sincere contributions of my associates' expertise have "opened doors" for personal growth.

I felt the impact of this statement recently when having lunch with very good friends of mine from another publishing company. As I listened to their comments, it became obvious that working with Bill Communications continues to be a refreshing way to do business.

We have the latitude to call upon our own abilities in choosing the methodology for our accomplishments. Therefore, false security is nonexistent; in its place is self-satisfaction. Within the company we have complete accessibility to all levels of management and information sources for assistance and answers. You only have to ask. To say I'm excited and proud to work for Bill Communications is putting it mildly. The open communication that is apparent within Bill, and the willingness and congeniality of all the people I have dealt with, provide an environment in which I enjoy working.

Enjoying your work puts one in an elite class, and I must conclude that Bill has most of the members!

Chris Ayers
Jobber/Retailer Magazine
Eastern Sales Manager
and Marketing Manager

With Bill: 6½ years

Approximately one-third of my day is spent at my job; therefore, I really want to be happy doing what I'm doing. Certainly with the warm, friendly, professional, and intelligent people at Bill Communications, this goal is achievable.

The idea of working in the publishing field seemed very exciting when the opportunity came along to be a part of Bill Communications. Starting in the Sales/Advertising Department of Sales & Marketing Management magazine as a secretary was a great way to begin. It gave me the opportunity to see, up close, one of the important areas of publishing.

One of the things that always impresses me is that people in this company are given the opportunity to improve their position by moving on to other areas. Getting that opportunity myself, I moved on to the Sales Builders Division and received training as assistant to the Art Director.

What better proof of happiness in your work than actual, honest job satisfaction? To discover what type of work appeals to you, to be trained in that field, to take an active interest in things associated with it, to do it to the best of your ability — culminating in the material and mental rewards of a job well done — all these constitute my idea of job happiness. This is why I like my job, and why I like working at Bill.

Lucille Desiano
Sales Builders Division
Art/Production Coordinator

With Bill: 3 years

*BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION:* INCENTIVE MARKETING ☐ INSTITUTIONAL DISTRIBUTION ☐ JOBBER/RETAILER ☐ MODERN TIRE DEALER ☐ PLASTICS TECHNOLOGY ☐ RESTAURANT BUSINESS ☐ RUBBER WORLD ☐ SUCCESSFUL MEETINGS ☐ SALES & MARKETING MANAGEMENT ☐ *INFORMATION DIVISION:* BILLCOM BOOKS & DIRECTORIES ☐ INTEGRATED FOODSERVICES ☐ MARKET STATISTICS ☐ SALES BUILDERS ☐ SM DATA BANK ☐ SEMINAR DIVISION

Guide to using S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from 1976 population census. **Total Population** is a head-count estimate of all **persons** living in the market at the end of the year. Includes the institutional population living in group quarters such as colleges and hospitals, and armed forces personnel (and their dependents) permanently stationed in the area; excludes tourists and transients. The 1983 projection is a straight-line projection based on the assumption that trends of recent years will continue.

2 **Percent change** between 12/31/78 and 12/31/83. The earlier year is the base period. A minus sign indicates a decline.

3 **Households** are units made up of families or unrelated individuals occupying a house, an apartment or other group of rooms, or a room regarded as a housing unit under the 1976 population census rules. The members of a household need not be related, and a single person living alone is also counted as a household. The 12/31/83 projection is based on population trends that will affect household size. After estimating average household size in 1983, this figure is divided into projected population to get expected number of households.

4 **Percent change** in the number of households between 12/31/78 and 12/31/83. The earlier year is the base period. A minus sign indicates a decline.

5 Expressed in **Canadian dollars, Effective Buying Income (EBI)** is a classification exclusively developed by Sales & Marketing Management. It is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, provincial, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military, diplomatic, and business personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 23rd *Survey of Buying Power*, should be considered.

6 **Percent change** in total EBI between 1978 and 1983, with 1978 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 **Average Household Effective Buying Income** is calculated by dividing the number of households into the total (EBI). Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because the EBI of the institutional population is included in a market's total EBI, and such persons are not included in the household count, this in effect makes the average artificially higher than the average income of the actual households.

8 **Total retail sales**, updated from the 1971 retail trade census, are expressed in **Canadian dollars** and are net sales (minus refunds and allowances for returns) of stores engaged primarily in retail trade. Sales taxes collected from customers and receipts from repairs or other services are included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by the purchases by nonhousehold units such as businesses and by the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

9 **Percent change** between 1978 and 1983, with 1978 as the base year, of a market's total retail sales. A minus sign indicates a decline.

10 **Retail Sales Per Household** is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the Canadian potential. It is calculated by giving a weight of 5 to the market's share of total Canadian EBI, 3 to its share of total Canadian retail sales, and 2 to its share of total Canadian population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

If the *Survey of Buying Power* is important to your work, you owe it
to yourself to see and evaluate the new 1979 *Survey of Buying Power*
DATA SERVICE. For more information, see the brochure in this magazine.

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POPULATION RETAIL SALES DISPOSABLE INCOME

	Population	Households	Retail sales (millions)	Retail sales P.C.	Total personal disp. income (millions)
MONTREAL	2.822.900	924.635	8.196.1	2900	20.069
QUEBEC	556.800	164.600	1.860.3	3340	3.744
TROIS-RIVIERES SHAWINIGAN	152.300	47.795	455.4	2995	937.8
CHICOUTIMI JONQUIERE	129.800	33.850	365.5	2820	842.3
SHERBROOKE	106.900	33.320	354.1	3310	646.8*

Sales Management's 1978 Canadian Survey of Buying power reveals: Quebec has five metro areas which are, in alphabetical order: Chicoutimi Jonquière, Montreal, Quebec, Sherbrooke, Trois-Rivières Shawinigan

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S&MM's CANADIAN PROVINCIAL PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
Province	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
Alberta	1,992.1	2,218.0	11.3	765.6	17.4	25,636,884	81.8	21,617	33,486	12,174,436	67.2	11,167	15,902	8.9700	9.7491
British Columbia	2,548.3	2,761.1	8.4	984.2	9.8	30,216,740	60.9	20,962	30,702	14,058,329	55.0	10,122	14,284	11.6043	11.5353
Manitoba	1,030.2	1,023.7	−.6	368.4	6.4	10,215,501	46.5	20,142	27,729	4,819,233	60.8	8,653	13,082	4.2307	3.9904
New Brunswick	700.6	726.8	3.7	229.0	9.6	5,921,433	62.3	17,453	25,858	2,937,213	55.6	9,034	12,826	2.4791	2.4586
Newfoundland	571.8	605.1	5.8	160.7	12.9	4,301,015	62.5	18,588	26.764	2,190,729	58.3	9,720	13,632	1.8584	1.8634
Nova Scotia	844.9	876.1	3.7	291.6	11.8	7,986,060	69.8	18,022	27,387	3,391,214	42.6	9,118	11,630	3.1243	3.0846
Ontario	8,489.1	8,797.5	3.6	3,028.2	6.8	100,790,567	58.8	22,384	33,284	42,657,524	56.0	9,642	14,087	37.7860	37.0533
Prince Edward Island	122.3	126.3	3.3	38.5	7.2	949,132	61.9	16,332	24,653	557,100	56.4	9,921	14,470	.4279	.4242
Quebec	6,287.1	6,375.3	1.4	2,231.9	9.7	68,699,483	68.8	20,005	30,781	28,049,822	52.2	9,057	12,568	25.3042	25.3004
Saskatchewan	951.2	992.1	4.3	378.5	20.6	10,995,174	77.7	19,722	29.049	5,544,184	83.2	9,644	14,648	3.9336	4.2975
Yukon - N.W. Territories	65.1	64.6	−.8	17.6	1.7	545,554	14.1	27,638	30,997	343,215	75.2	11,321	19,501	.2815	.2432
ALL CANADA TOTAL	**23,602.7**	**24,566.6**	**4.1**	**8,494.2**	**9.7**	**266,257,543**	**64.0**	**20,956**	**31,346**	**116,722,999**	**57.0**	**9,600**	**13,741**	**100.0000**	**100.0000**

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15% Region No. 7—Ottwaw-Hull
12% Region No. 8—North West
9% Region No. 9—North Shore

1

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ABC 12 months ending
March 31, 1979

221,114

S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ALBERTA															
Calgary	587.3	677.4	15.3	243.3	21.5	8,251,811	88.0	21,908	33,916	3,904,371	66.4	11,713	16,048	2.7961	3.1046
Edmonton	677.6	760.6	12.2	268.8	18.2	9,000,369	83.0	21,629	33,484	4,552,056	69.6	11,805	16,935	3.1724	3.4792
TOTAL ABOVE AREAS	**1,264.9**	**1,438.0**	**13.7**	**512.1**	**19.7**	**17,252,180**	**85.4**	**21,760**	**33,689**	**8,456,427**	**68.1**	**11,762**	**16,513**	**5.9685**	**6.5838**
PROVINCE TOTALS	**1,992.1**	**2,218.0**	**11.3**	**765.6**	**17.4**	**25,636,884**	**81.8**	**21,617**	**33,486**	**12,174,436**	**67.2**	**11,167**	**15,902**	**8.9700**	**9.7491**
BRITISH COLUMBIA															
Kamloops	93.7	108.0	15.3	35.9	17.3	1,251,472	72.9	23,656	34,860	634,346	67.9	12,347	17,670	.4548	.4859
Kelowna	79.4	106.9	34.6	38.1	37.1	1,068,781	102.0	19,036	28,052	430,544	67.2	9,263	11,300	.3343	.3983
Prince George	83.4	97.8	17.3	30.7	19.5	1,051,196	76.0	23,236	34,241	563,529	65.1	13,278	18,356	.3924	.4219
Vancouver	1,099.2	1,099.0	.0	411.6	1.7	13,251,019	49.8	21,847	32,194	6,284,669	50.0	10,349	15,269	5.3460	4.9984
Victoria	230.6	246.0	6.7	97.1	8.5	2,852,919	59.9	19,938	29,381	1,289,943	57.3	9,164	13,285	1.0760	1.0677
TOTAL ABOVE AREAS	**1,586.3**	**1,657.7**	**4.5**	**613.4**	**6.1**	**19,475,387**	**56.1**	**21,574**	**31,750**	**9,203,031**	**53.7**	**10,349**	**15,003**	**7.6035**	**7.3722**
PROVINCE TOTALS	**2,548.3**	**2,761.1**	**8.4**	**984.2**	**9.8**	**30,216,740**	**60.9**	**20,962**	**30,702**	**14,058,329**	**55.0**	**10,122**	**14,284**	**11.6043**	**11.5353**
MANITOBA															
Winnipeg	568.8	570.9	.4	221.0	7.5	5,987,512	47.6	19,725	27,093	3,058,680	60.2	9,288	13,840	2.5019	2.3754
TOTAL ABOVE AREAS	**568.8**	**570.9**	**.4**	**221.0**	**7.5**	**5,987,512**	**47.6**	**19,725**	**27,093**	**3,058,680**	**60.2**	**9,288**	**13,840**	**2.5019**	**2.3754**
PROVINCE TOTALS	**1,030.2**	**1,023.7**	**–.6**	**368.4**	**6.4**	**10,215,501**	**46.5**	**20,142**	**27,729**	**4,819,233**	**60.8**	**8,653**	**13,082**	**4.2307**	**3.9904**

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NEW BRUNSWICK															
Moncton	129.4	139.8	8.0	46.3	14.0	1,216,544	68.7	17,763	26,275	647,798	59.5	10,003	13,991	.4957	.5089
St. John	141.9	149.2	5.1	49.6	10.5	1,345,236	63.9	18,280	27,122	606,693	48.2	9,117	12,232	.5383	.5300
TOTAL ABOVE AREAS	**271.3**	**289.0**	**6.5**	**95.9**	**12.2**	**2,561,780**	**66.1**	**18,035**	**26,713**	**1,254,491**	**53.8**	**9,538**	**13,081**	**1.0340**	**1.0389**
PROVINCE TOTALS	**700.6**	**726.8**	**3.7**	**229.0**	**9.6**	**5,921,433**	**62.3**	**17,453**	**25,858**	**2,937,213**	**55.6**	**9,034**	**12,826**	**2.4791**	**2.4586**
NEWFOUNDLAND															
St. John's	233.7	246.3	5.4	69.2	12.3	1,911,874	61.4	19,232	27,628	992,319	54.4	10,436	14,340	.8223	.8146
TOTAL ABOVE AREAS	**233.7**	**246.3**	**5.4**	**69.2**	**12.3**	**1,911,874**	**61.4**	**19,232**	**27,628**	**992,319**	**54.4**	**10,436**	**14,340**	**.8223**	**.8146**
PROVINCE TOTALS	**571.8**	**605.1**	**5.8**	**160.7**	**12.9**	**4,301,015**	**62.5**	**18,588**	**26,764**	**2,190,729**	**58.3**	**9,720**	**13,632**	**1.8584**	**1.8634**
NOVA SCOTIA															
Halifax-Dartmouth	285.9	300.1	5.0	105.1	13.0	3,423,207	71.5	21,461	32,571	1,298,790	43.2	9,751	12,358	1.2230	1.2209
Sydney-Glace Bay	127.0	124.3	-2.1	36.9	5.4	969,766	60.0	17,316	26,281	458,767	38.9	9,436	12,433	.4275	.4011
TOTAL ABOVE AREAS	**412.9**	**424.4**	**2.8**	**142.0**	**10.9**	**4,392,973**	**68.8**	**20,327**	**30,936**	**1,757,557**	**42.1**	**9,665**	**12,377**	**1.6505**	**1.6220**
PROVINCE TOTALS	**844.9**	**876.1**	**3.7**	**291.6**	**11.8**	**7,986,060**	**69.8**	**18,022**	**27,387**	**3,391,214**	**42.6**	**9,118**	**11,630**	**3.1243**	**3.0846**

The incredible steam clock in Vancouver's Gastown area

Make time in Vancouver with the basic media buy

If you're taking a hard look at advertising costs and trying to eliminate non-essential media, you'll find a clear choice in Vancouver. Because here in the West's biggest market, one media buy effectively covers every segment of the population. That buy is the Sun and the Province. Together, these two great newspapers reach 74% of the 376,100 households in the metropolitan Vancouver area. That means solid penetration of every age and income level, every interest group, every corner of this vast and complex market. To sell anything to anyone in Vancouver, make sure you start with the Sun and Province. They're the basic media buy.

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2250 GRANVILLE STREET VANCOUVER B.C.

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES					BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983	
ONTARIO																
Brantford	104.1	101.9	-2.1	35.7	1.1	1,196,586	49.9	22,620	33,518	422,655	44.9	8,262	11,839	.4519	.4163	
Guelph	126.7	137.7	8.7	46.6	12.3	1,540,479	66.4	22,309	33,057	601,265	63.8	8,843	12,903	.5407	.5560	
Hamilton	412.5	402.2	-2.5	145.8	.8	4,297,234	49.3	19,890	29,473	1,960,918	51.6	8,937	13,449	1.7578	1.6385	
Kingston	110.5	112.2	1.5	39.4	4.8	1,260,048	55.3	21,582	31,981	586,262	53.3	10,172	14,880	.4979	.4787	
Kitchener-Cambridge	299.8	325.3	8.5	112.8	12.1	3,828,274	66.2	22,904	33,939	1,636,141	71.3	9,495	14,505	1.3493	1.4042	
London	313.2	322.3	2.9	116.9	6.4	3,820,596	57.6	22,056	32,683	1,634,860	54.9	9,602	13,985	1.4380	1.4000	
North Bay	81.2	80.4	-1.0	25.8	2.4	766,049	51.7	20,038	29,692	418,206	56.3	10,617	16,210	.3324	.3168	
Oshawa	278.0	302.3	8.7	96.6	12.3	3,334,220	66.4	23,293	34,516	1,187,498	47.8	9,339	12,293	1.1766	1.1775	
Ottawa	760.9	815.1	7.1	293.5	11.9	9,867,227	67.4	22,475	33,619	3,873,394	55.2	9,520	13,197	3.4673	3.5120	
Peterborough	100.9	104.2	3.3	36.2	6.8	1,024,739	58.2	19,104	28,308	531,588	56.4	10,024	14,685	.4221	.4138	
St. Catherines-Niagara	372.9	374.8	.5	129.9	3.8	3,979,847	53.9	20,676	30,638	1,770,571	54.3	9,170	13,630	1.5756	1.5075	
Sarnia	125.6	126.6	.8	43.0	4.1	1,417,178	54.3	22,242	32,958	555,314	50.8	8,918	12,914	.5380	.5120	
Sault Ste. Marie	130.8	125.9	-3.7	39.9	-.5	1,331,687	47.4	22,524	33,376	543,045	42.0	9,538	13,610	.5434	.4922	
Sudbury	168.9	160.1	-5.2	51.3	-2.1	1,715,988	45.1	22,574	33,450	846,514	44.2	11,205	16,501	.7444	.6701	
Thunder Bay	154.3	152.7	-1.0	50.3	2.2	1,704,941	51.5	22,875	33,895	751,995	51.4	10,094	14,950	.6779	.6378	
Toronto	2,991.4	3,170.5	6.0	1,101.2	8.6	40,731,654	61.6	24,847	36,988	16,155,370	58.9	10,024	14,671	14.3995	14.3823	
Windsor	313.6	303.5	-3.2	105.5	0	3,440,590	48.2	22,009	32,612	1,486,622	50.9	9,339	14,091	1.3785	1.2753	
TOTAL ABOVE AREAS	**6,845.3**	**7,118.0**	**4.0**	**2,470.4**	**7.2**	**85,257,337**	**59.6**	**23,183**	**34,512**	**34,962,218**	**56.2**	**9,713**	**14,152**	**31.2913**	**30.7910**	
PROVINCE TOTALS	**8,489.1**	**8,797.5**	**3.6**	**3,028.2**	**6.8**	**100,790,567**	**58.8**	**22,384**	**33,284**	**42,657,524**	**56.0**	**9,642**	**14,087**	**37.7860**	**37.0533**	
PRINCE EDWARD ISLAND																
PROVINCE TOTALS	**122.3**	**126.3**	**3.3**	**38.5**	**7.2**	**949,132**	**61.9**	**16,332**	**24,653**	**557,100**	**56.4**	**9,921**	**14,470**	**.4279**	**.4242**	
QUEBEC																
Chicoutimi-Jonquière	165.0	162.0	-1.8	49.1	6.7	1,415,879	63.5	18,820	28,837	654,150	49.5	9,512	13,323	.5830	.5659	
Montréal	2,914.0	2,951.0	1.3	1,102.9	8.9	34,541,976	67.3	20,380	31,319	13,865,430	51.4	9,042	12,572	12.5258	12.4526	
Québec	567.1	593.7	4.7	208.7	13.7	6,900,480	74.2	21,576	33,064	3,070,385	52.9	10,934	14,712	2.5106	2.5684	
Sherbrooke	112.6	117.6	4.4	43.3	13.6	1,302,973	74.1	19,640	30,092	580,918	52.0	10,031	13,416	.4800	.4898	
Trois Rivières-Shawinigan	216.5	208.1	-3.9	73.2	4.4	1,969,916	60.2	17,543	26,911	884,434	49.3	8,452	12,082	.8013	.7666	
TOTAL ABOVE AREAS	**3,975.2**	**4,032.4**	**1.4**	**1,477.2**	**9.3**	**46,131,224**	**68.0**	**20,321**	**31,229**	**19,055,317**	**51.5**	**9,313**	**12,900**	**16.9007**	**16.8433**	
PROVINCE TOTALS	**6,287.1**	**6,375.3**	**1.4**	**2,231.9**	**9.7**	**68,699,483**	**68.8**	**20,005**	**30,781**	**28,049,822**	**52.2**	**9,057**	**12,568**	**25.3042**	**25.3004**	
SASKATCHEWAN																
Regina	198.1	219.1	10.6	86.0	28.0	2,486,152	89.4	19,534	28,909	1,382,476	86.9	11,008	16,075	.8707	1.0007	
Saskatoon	177.5	194.4	9.5	76.9	26.7	2,176,373	87.5	19,124	28,301	1,258,528	84.4	11,243	16,366	.7833	.8902	
TOTAL ABOVE AREAS	**375.6**	**413.5**	**10.1**	**162.9**	**27.4**	**4,662,525**	**88.5**	**19,339**	**28,622**	**2,641,004**	**85.7**	**11,119**	**16,212**	**1.6540**	**1.8909**	
PROVINCE TOTALS	**951.2**	**992.1**	**4.3**	**378.5**	**20.6**	**10,995,174**	**77.7**	**19,722**	**29,049**	**5,544,184**	**83.2**	**9,644**	**14,648**	**3.9336**	**4.2975**	
YUKON - N.W. TERRITORIES																
PROVINCE TOTALS	**65.1**	**64.6**	**-.8**	**17.6**	**1.7**	**545,554**	**14.1**	**27,638**	**30,997**	**343,215**	**75.2**	**11,321**	**19,501**	**.2815**	**.2432**	

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When you've got something to say to Toronto, say it in The Star

If you haven't considered Toronto as a prime target market for your product, consider this. Toronto is the largest city in Canada with a population of 2.9 million people, and still growing. It's Canada's commercial and financial centre. In 1978, it generated 8.8 billion dollars in retail sales — that's about 13.1 per cent of Canada's total retail business activity.

In fact, Metro Toronto ranks 12th in the importance as a North American target market*. And that should mean a lot to you.

To get to this major market, get your message in The Toronto Star. It's the economical and immediate medium to choose. You'll see why when you look at the alternatives.

More than 16 TV stations or cable programs are available to Torontonians. So are 35 AM and FM radio stations. There are three independent daily newspapers. But there is no other individual medium which gives advertisers such an effective reach of your potential buyers in the Toronto market as does The Star.

Take a look at the facts yourself. The Star's Monday to Friday circulation places it up there with the top 15 North American daily papers. And here's the breakdown.**

	Monday to Friday	Saturday	Sunday
C.M.A.	394,611	582,422	227,783
All other	94,635	201,416	82,753
	489,246	783,838	310,536

So if you have something to sell in Canada's most dynamic marketplace, The Star should mean a lot to you.

For further specific information, write or phone:

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Telephone Area Code: 416-367-2870

OR: Contact our U.S. Representatives
Cresmer, Woodward, O'Mara &
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*Source: Sales & Marketing Management, 1978 Survey of Buying Power.

**(Based on ABC Publisher's statement — 6 months ending, March 31, 1979)

MON. to FRI.
SAT.
SUN.
Toronto means a lot to The Star

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